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SEVENTEENTH ANNUAL EDITION

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Foreword

THIS year's edition of Radio Annual is a progress report on radio broadcasting. Page after page tells the moving story of radio's continued gains despite the growth of television. The wealth of information about networks, stations, programming agencies and allied services is proof positive that radio as a commercial communications service is vital and continues to prosper.

☆

THE enthusiastic support received from the radio broadcasting industry in compiling this seventeenth annual edition bespeaks their sustained interest in the volume and their confidence in the future of radio. It is documentation of the untiring creative efforts of all who have contributed so much to the success of this indispensable medium.

☆

AGAIN we are grateful to all who have contributed to the success of this volume. Without their contributions the dramatic story of a growing service could never have been so completely told.

JACK ALICOATE
Editor-in-Chief

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AP

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AM-FM-TELEVISION

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	The Sports Lineup	5	Every Day
	The Sports Roundup	5	Twice Daily
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Friday
	Mainly for Women	5	Monday through Friday
	Women in the News	5	Monday through Friday
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	Names in the News	5	Monday through Friday
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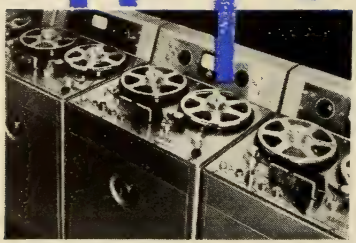

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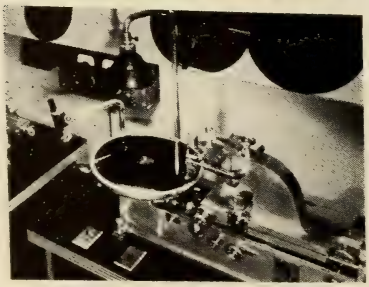

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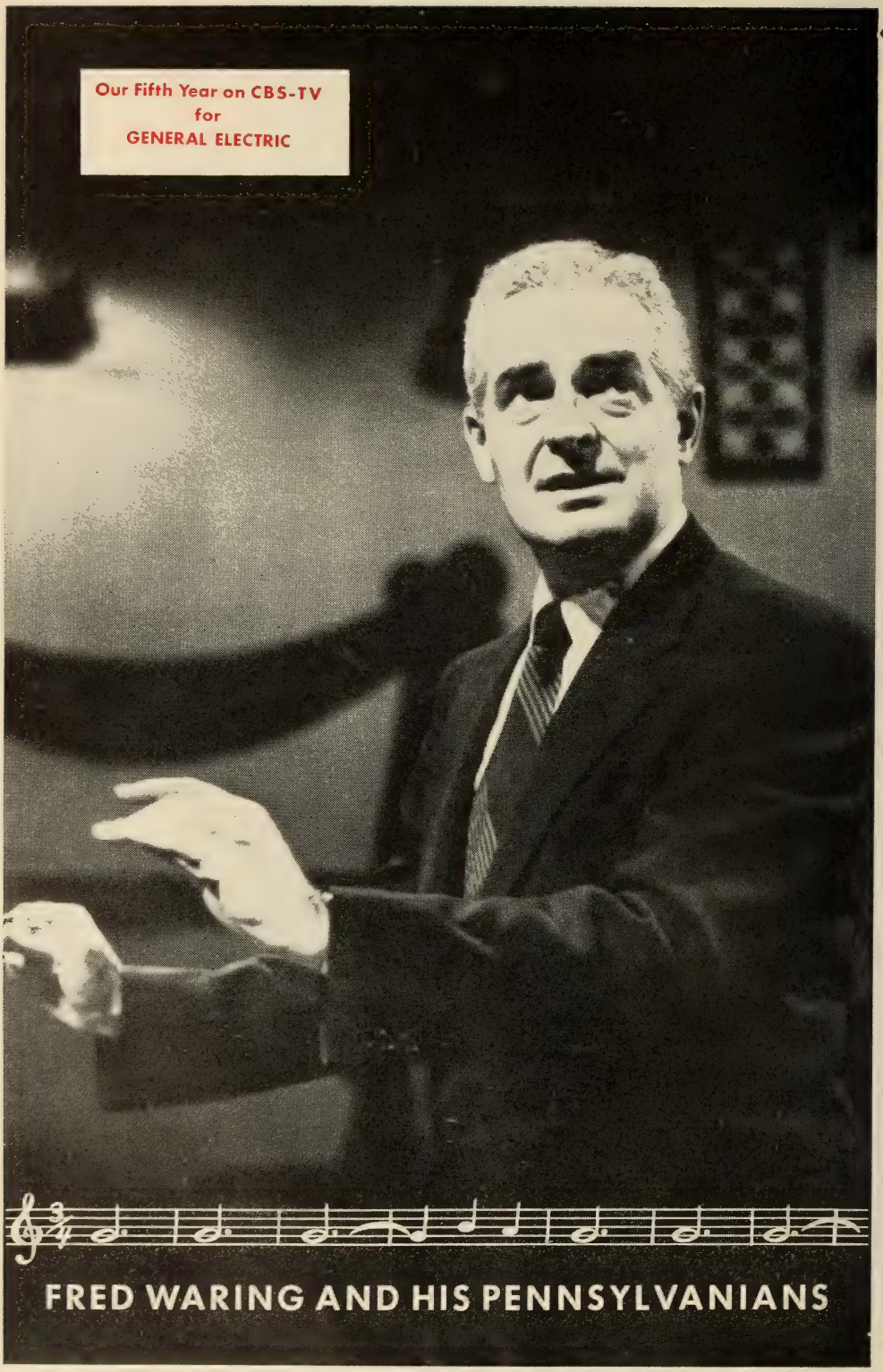
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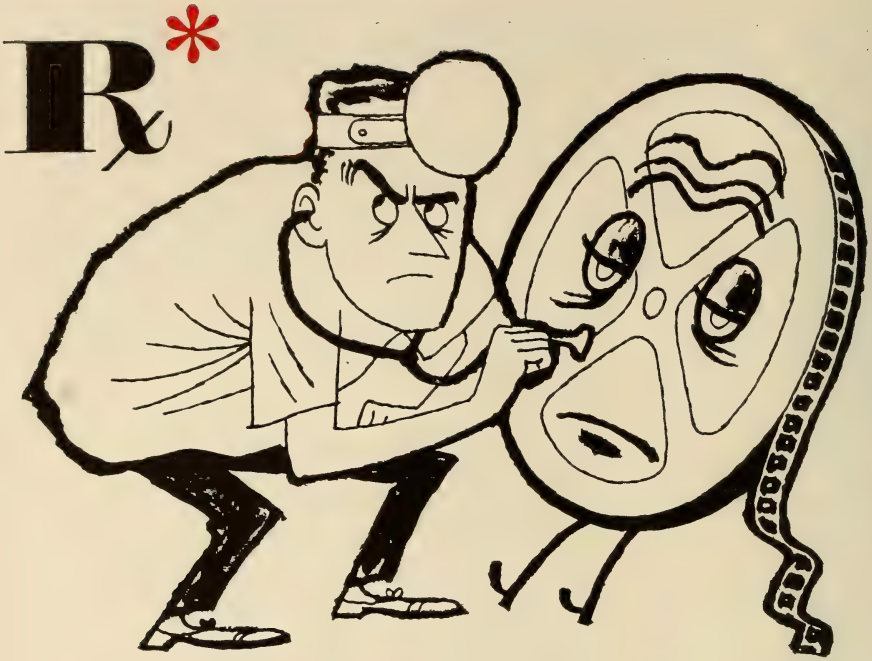

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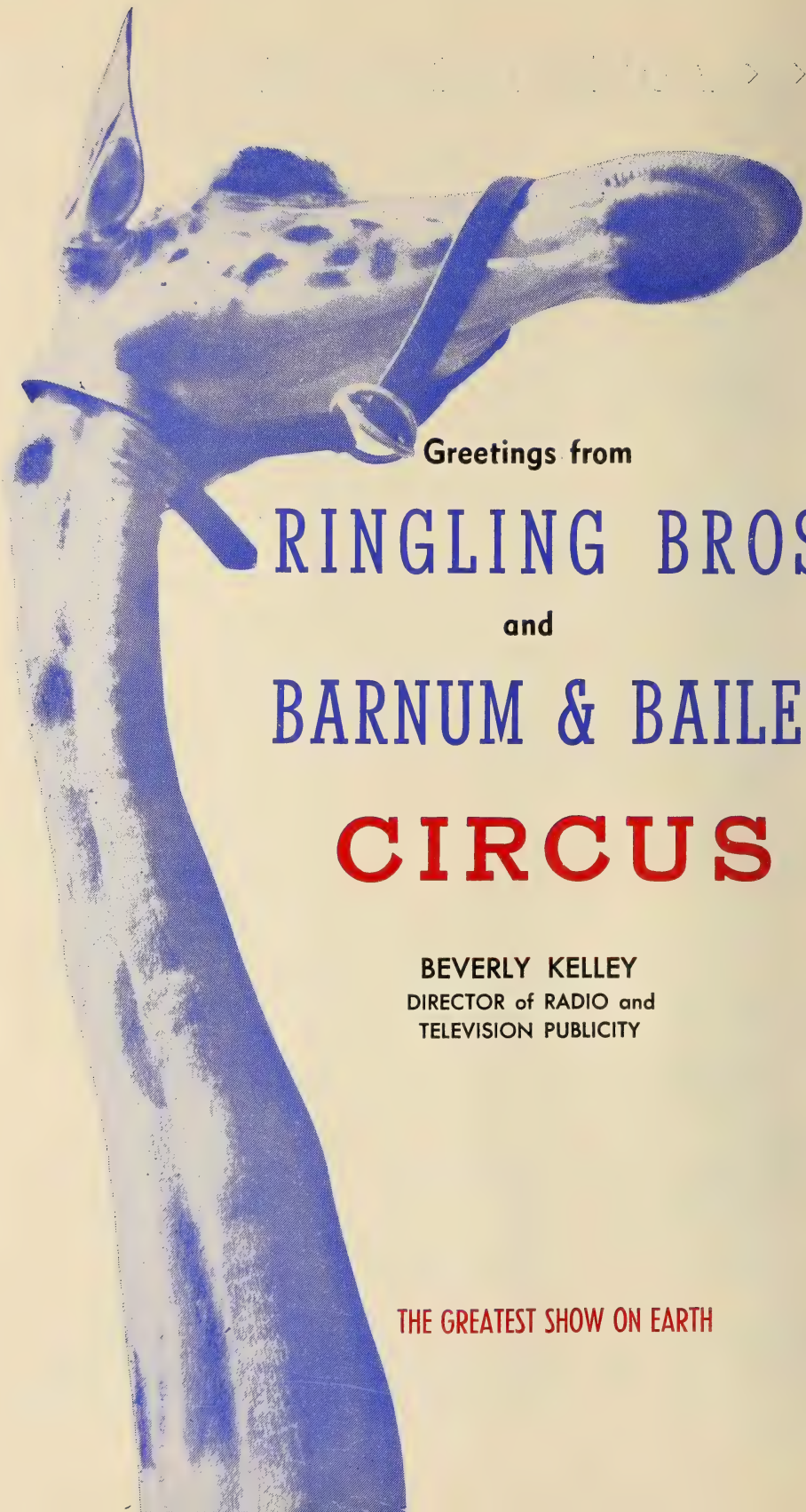

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Expansion of Communications Highlights FCC Annual Report

For Fiscal Year Ended June 30, 1953

HISTORICALLY, the fiscal year 1953 marked the 25th anniversary of early television experiments, pioneer transocean radiophoto transmission, inauguration of the first police municipal radio system, and the initial functioning of the Federal Radio Commission which preceded the Federal Communications Commission.

Currently, the 19th year of the Federal Communications Commission closed with nearly 1,100,000 radio authorizations on its books. Over 235,000 of these were for safety and communication purposes on land, sea, and air, almost 5,500 others were broadcast, and the remainder consisted of various types of radio operator authorizations. The radio station authorizations cover the use of about 600,000 transmitters, of which number more than 430,000 are mobile.

Television—In the first 12 months of processing applications for new TV stations following the lifting of the freeze, 398 new TV stations were authorized and about 600 applications (mostly competitive) were pending. Eighty-nine of the new grantees received authority to go on the air with interim equipment, to augment the 108 pre-freeze operating stations. Of the post-freeze TV grants, 256 were for operation in the new UHF (Ultra High Frequency) bands, and 142 were for VHF (Very High Frequency) operation.

Seventeen grants were made to noncommercial educational TV stations, one of which started operating. Municipalities in which channels have been reserved for noncommercial educational use were increased to 245.

TV stations have been authorized in all states except Vermont (where the only two applicants were in competition), and grants have been made in Hawaii and Puerto Rico. TV authorizations at the year end totaled 500.

In mid-1953 the Commission received various petitions to adopt the National Television System Committee (NTSC) "compatible" color TV specifications to replace the present "noncompatible" standards.

AM.—The older commercial AM (amplitude modulation) broadcast service continued to expand. The 2,584 authorized stations at the close of the year was an increase of 164 over 1952. Most of the newcomers were low-power daytime stations.

FM.—The number of authorized and operating FM (frequency modulation) stations continued to decrease — to 601 and 551 respectively — which was a loss of 47 construction permits and 31 licenses during the year. However, noncommercial educational FM gained 12 stations.

Miscellaneous. — In addition to the broadcast services mentioned previously, there were 259 auxiliary TV stations (an increase of 38); 1,305 remote pickup stations (a gain of 130); 47 studio-transmitter links, 1 developmental station, and a fluctuating number of international broadcast stations.

Safety of life and property at sea, in the air and on the land is aided by many of these services. There are nearly 40,400 stations in the marine services, more than 39,000 in the aeronautical services, and over 13,600 land public safety stations such as police, fire, forestry-conservation, highway maintenance and special emergency. The marine services use nearly 39,000 transmitters; the aeronautical services, over 44,000, and the public safety services, nearly 142,000. Of the latter number, more than 97,000 are employed for police communication.

The land transportation services embrace nearly 10.000 stations and 116,000 transmitters. They are utilized by railroads, city transit systems, intercity buses, taxicabs, highway trucks, and automobile emergency services.

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Broadcasting Industry Nears Billion Dollar Mark

By FRANK BURKE
Editor
Radio-Television Daily

WHEN Hal Fellows, President of NARTB, recently made the prediction that the broadcasting industry would have its first billion dollar year in 1954 he was not amiss, for indications are that both radio and television will enjoy their greatest year of revenue in the months ahead.

The NARTB president thinks that television will gross over $500 million during the 1954 business year and that radio will come close to matching that figure. This forecast holds prospect of coming true and leaders of both the radio and television industry share his enthusiasm.

With about 2½ radios for every American home and upwards of 2,500 radio stations now on the air the coverage and commercial impact of radio has reached an all-time high. Over 13,000,000 radio sets were manufactured in 1953.

The television story is even more impressive. Upwards of 27,000,000 receivers are now in American homes and the prospects are that the total will be well past the 30,000,000 mark before year's end. During the past year approximately 7,250,000 TV sets were produced by RETMA manufacturers and production for this year should be comparable, if not higher than in 1953.

Match the production and distribution of TV receivers with the rapid expansion of TV stations in key center cities and secondary areas of the United States and you obtain a greater appreciation of phenomenal growth of the sight and sound medium. On January 1st there were 343 VHF and UHF stations in operation and about 25 others testing to go on the air. By next January the total number of TV stations in operation should come close to reaching the 500 mark with virtually all the nation's population within range of a TV transmitter.

Television's expansion was given added impetus last December when the Federal Communications Commission approved National Television System Committee's standards for compatible, electronic color television and allowed the commercial networks to proceed with color programming. The subsequent developments have been significant. NBC and CBS have begun experimental commercial colorcasting and major manufacturers have been tooling up for production of color receivers using the new tri-color tube. Already some sets have been produced and before year's end about 100,000 color receivers are expected to be on the market.

The outlook for color expansion is not the only aspect of the progress of television. Recently RCA at their Princeton Laboratories gave a dramatic demonstration of use of tape recording both in color and black and white and stressed the economic savings that would follow when the system is released for commercial use. On the west coast Bing Crosby Enterprises have also perfected a system of tape recording which they forecast will be ready for commercial use this year.

While television has pretty much held the spotlight during the past year Broadcast Advertising Bureau has been hard at work driving home the potency of commercial radio. Their campaigns have been productive of good and many new clients have been attracted to radio especially on the level of local stations. NARTB, like BAB, criticized by some of its membership for having devoted too much time to television at the expense of radio, took steps at the recent board meeting to establish an office of vice-president in charge of radio to further the industry organization's crusading for the medium.

The year 1953 was a good year for the broadcasting industry and the year 1954 promises to be better. This outlook, without question, dispels some of the pessimistic prophecies that we are in for a business recession.

JACK BENNY

NETWORK RADIO-TV BILLINGS: ESTIMATES FOR YEAR 1953

Editor's Note: These figures do not represent accurate revenues to networks who decline to divulge their actual net dollar incomes. They are compiled by the Publishers Information Bureau and are based on one-time network rates before discounts.

NETWORK TELEVISION—January-December 1953

	ABC	CBS	DuMont	NBC	Total
Jan. ...	$ 1,604,892	$ 7,083,619	$ 982,794	$ 7,604,638	$ 17,275,943
Feb. ...	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar. ..	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr. ...	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May ...	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June ..	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July ...	1,299,471	7,422,337	592,890	6,902,092	16,217,790
Aug. ..	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept. ..	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct. ...	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov. ..	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec. ..	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
Total	$21,110,680	$97,466,809	$12,374,360	$96,658,551	$227,610,400

NETWORK RADIO—January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan. ...	$ 2,674,622	$ 5,157,148*	$ 1,786,134	$ 4,260,555	$ 13,878,459*
Feb. ...	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar. ..	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr. ...	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May ...	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June ..	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July ...	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug. ..	1,958,633	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept. ..	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct. ...	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov. ..	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec. ..	2,854,169	5,554,313	2,127,192†	3,630,971	14,166,645
Total	$29,826,123	$62,381,207	$23,158,000†	$45,151,077	$160,516,407

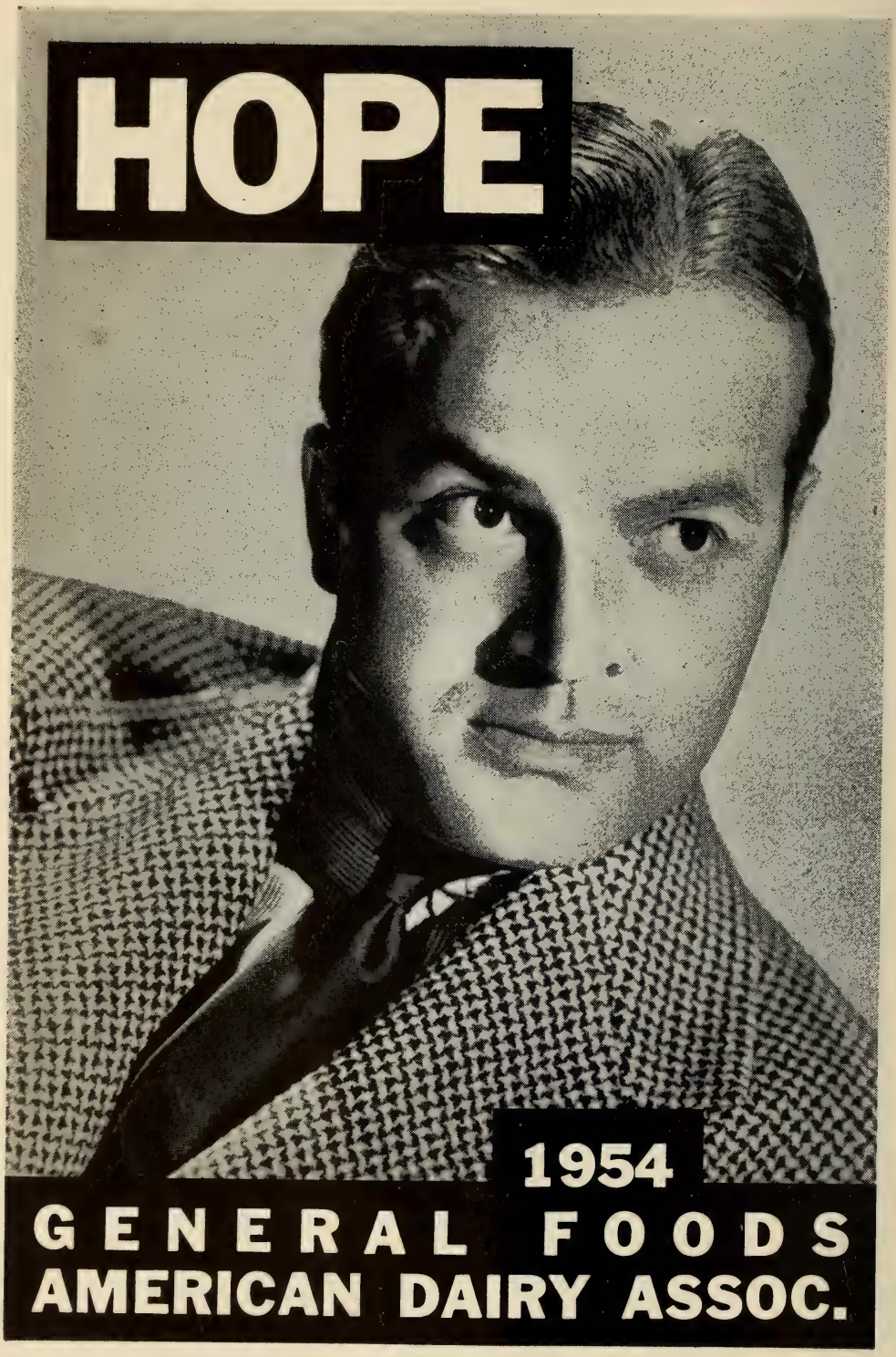
* Revised as of Jan. 1, 1954. † Preliminary.

MR. TELEVISION

Favorites of 1953

As Selected by Nation's Radio-TV Editors

Radio		*Television*
MAN OF THE YEAR		
JACK BENNY CBS-Radio		JACK WEBB NBC-TV
WOMAN OF THE YEAR		
EVE ARDEN CBS-Radio		LUCILLE BALL CBS-TV
DRAMATIC SHOW OF THE YEAR		
NBC BEST PLAYS NBC-Radio		U.S. STEEL HOUR ABC-TV
COMEDY SHOW OF THE YEAR		
JACK BENNY CBS-Radio		COLGATE COMEDY HOUR NBC-TV
VARIETY SHOW OF THE YEAR		
BREAKFAST CLUB ABC-Radio		TOAST OF THE TOWN CBS-TV
MUSICAL SHOW OF THE YEAR		
NBC SYMPHONY ORCH. NBC-Radio		VOICE OF FIRESTONE NBC-TV
COMMENTATOR OF THE YEAR		
EDWARD R. MURROW CBS-Radio		EDWARD R. MURROW CBS-TV
DOCUMENTARY OF THE YEAR		
CORONATION COVERAGE ABC-BBC		YOU ARE THERE CBS-TV
QUIZ SHOW OF THE YEAR		
YOU BET YOUR LIFE NBC-Radio		WHAT'S MY LINE? CBS-TV
SPORTSCASTER OF THE YEAR		
BILL STERN ABC-Radio		MEL ALLEN NBC-TV
CHILDREN'S SHOW OF THE YEAR		
LET'S PRETEND CBS-Radio		DING DONG SCHOOL NBC-TV
DISC JOCKEY PROGRAM OF THE YEAR		
MARTIN BLOCK WNEW, New York		PETER POTTER ABC-TV
SONG HIT OF THE YEAR		
EBB TIDE ASCAP		SONG FROM MOULIN ROUGE BMI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1954
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Chronology of Color Development from 1941 to 1953

1941: FCC allocates spectrum space for black and white television.

1945: FCC expands frequency bands for black and white television; reserves ultra high frequency bands for future expansion of black and white and color TV.

1946-47: CBS petitions for commercialization of color TV. After lengthy hearing, FCC denies request.

Sept. 26, 1949: First phase of TV hearing, dealing with color, gets under way.

Nov. 22, 1949: Color sessions recess; field-test notice issued by commission.

Feb. 23, 1950: Comparative color demonstrations held by FCC; systems shown by CBS, RCA and Color Television Inc.

July 11, 1950: FCC begins deliberations on color TV. Participants submit final summations July 10.

Sept. 1, 1950: FCC issues its "First Report" on color TV favoring CBS system but advancing plan for manufacture of TV receivers with "bracket standards" as means of delaying final decision to permit further studies.

Oct. 11, 1950: FCC issues "Second Report" on color, adopting CBS standards effective Nov. 20, 1950.

Oct. 17, 1950: RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., file suit against FCC on color decision in U. S. District Court in Chicago.

Nov. 16, 1950: Chicago court, after two days of hearings in which seven manufacturers, servicemen and others took RCA's side, grants temporary restraining order.

Nov. 20, 1950: National Television System Committee, all-industry group of engineers and technicians, appoints committee to study the possibility of developing color TV standards.

Dec. 22, 1950: Chicago District Court, in a 2-1 decision, upholds FCC's approval of CBS color system, but prohibits start of commercial operations pending a ruling by the Supreme Court.

Jan. 26, 1951: RCA initiates appeal to U. S. Supreme Court for itself and two subsidiaries.

March 26-27, 1951: Supreme Court hears oral argument on color TV case.

May 28, 1951: Supreme Court, by 8-0 vote, affirms lower court ruling in favor of CBS color.

June 25, 1951: First commercial color telecast by CBS.

Oct. 19, 1951: At request of Defense Mobilizer Wilson, manufacturers agree to cease color equipment production for duration of Korean War.

March 6, 1953: Sen. Edwin C. Johnson (D-Colo.) charges "powerful interests" are seeking to delay introduction of color TV.

March 13, 1953: Rep. Charles A. Wolverton (R-N.J.), chairman of House Interstate and Foreign Commerce Committee, announces color TV inquiry.

March 24-27, 1953: House Commerce Committee holds inquiry into status of color TV.

March 26, 1953: National Production Authority revokes ban on manufacture of color TV equipment.

April 14-15, 1953: House Commerce Committee views compatible color TV in Princeton, N. J., and New York City, demonstrated by RCA, CBS and Chromatic Television Labs Inc.

June 25, 1953: Petition to authorize NTSC compatible color TV standards filed with FCC by RCA and NBC.

July 21, 1953: NTSC approves final specifications for compatible color TV signal.

July 22, 1953: NTSC files petition with FCC asking authorization of its compatible color TV signal specifications.

Aug. 7, 1953: FCC issues notice of proposed rule-making relative to authorizing NTSC specifications for color TV.

Sept. 8, 1953: Comments on FCC's proposal filed by NTSC, Westinghouse Radio Stations Inc., Admiral, Hazeltine, CBS, American Television Inc., Paramount Television Productions, Chromatic Television Labs., and two radio engineers, Soghoian and Cooke, of Richmond, Va.

Oct. 15, 1953: Comparative color TV demonstration held in New York for FCC by NTSC and industry members.

Dec. 17, 1953: FCC approves NTSC compatible color TV signal specifications, effective 30 days after publication in the *Federal Register*.

Red Skelton

TEN TOP RADIO-TV NEWS EVENTS OF 1953

The RADIO-TELEVISION DAILY *selections of the top ten news events of* 1953, *covered by Radio and Television follow*:

1—Inauguration of President Eisenhower.

•

2—Death of Josef Stalin.

•

3—Coronation of Queen Elizabeth.

•

4—Korean truce and POW exchange.

•

5—The Rosenbergs' execution.

•

6—Kidnap-murder of Bobby Greenlease.

•

7—Death of Sen. Robert A. Taft.

•

8—The riots in Berlin.

•

9—The Harry Dexter White case.

•

10—The Soviet hydrogen bomb.

•

Outstanding Broadcasts

ABC Radio—Fair and Colder (documentary).

•

ABC TV—Coronation coverage with BBC.

•

CBS Radio—Feature Project Series.

•

CBS TV—United Nations in Action.

•

Du Mont—Professional Football Coverage.

•

Mutual—World Series Coverage.

•

NBC Radio—Challenge of Our Prisons.

•

NBC TV—Ford Anniversary Show.

PICTURES — TELEVISION — RADIO — RECORDS

AND

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MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

GROWTH OF BROADCASTING REVEALED IN FCC TABLES

Editor's note: At the close of each fiscal year the Federal Communications Commission issues a comprehensive report on the year's activity in the field of broadcasting. Statistical information, presented on this page, is taken from the 19th Annual FCC Report for the fiscal year ended June 30, 1953.

The number of authorized and licensed commercial AM, FM, and TV broadcast stations at the close of each fiscal year for the past 11 years is shown in the following table:

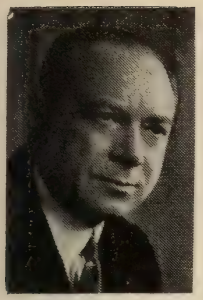
	AM		FM		TV		Total	
	Authorized	Licensed	Authorized	Licensed	Authorized	Licensed	Authorized	Licensed
1943	912	911	48	37	6	6	966	954
1944	924	912	52	45	9	6	985	963
1945	955	931	53	46	25	6	1,033	983
1946	1,215	961	456	48	30	6	1,701	1,015
1947	1,795	1,298	918	48	66	6	2,779	1,352
1948	2,034	1,693	1,020	142	109	7	3,163	1,842
1949	2,179	1,963	865	377	117	13	3,161	2,353
1950	2,303	2,118	732	493	109	47	3,144	2,658
1951	2,385	2,248	659	531	109	81	3,153	2,863
1952	2,420	2,333	648	582	108	96	3,176	3,011
1953	2,584	2,139	601	551	483	101	3,668	3,091

Broadcast Authorization Deletions

Commercial broadcast station deletions in fiscal 1953 numbered 108 as compared with 72 in 1952 and 161 in 1951. FM deletions rose from 36 in 1952 to 79 in 1953. The 23 AM deletions in 1953 were 2 less than the year previous. There were 6 TV deletions in the past year; 1 in 1952. Monthly figures for 1953 were:

Month	AM	FM	TV	Monthly total
1952				
July	1	4	0	5
August	1	5	0	6
September	1	4	0	5
October	4	5	0	9
November	3	3	0	6
December	2	12	0	14
1953				
January	2	5	0	7
February	0	1	0	1
March	3	5	0	8
April	2	12	1	15
May	2	11	1	14
June	2	12	4	18
Year's total	23	79	6	108

RED BUTTONS



Impact of Compatible Color Will Highlight New Year

By BRIG. GENERAL DAVID SARNOFF

Chairman of the Board
Radio Corporation of America

THE date December 17, 1953, on which the Federal Communications Commission approved standards for the commercial broadcasting of compatible color television, will be remembered in the annals of communications along with the historic date of April 30, 1939, when RCA-NBC introduced all-electronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York.

RCA is proud of the leadership its scientists and engineers achieved in developing the all-electronic compatible color television system and the RCA tricolor tube.

Fortunately, the color television system developed by RCA is compatible. This means that existing television sets can receive color programs in black-and-white without any changes or additional devices. For this principle and feature of compatibility in television, RCA fought hard and long, not only to achieve it scientifically, but to advance such a system as the only logical and practical service in the interest of the public and the television industry.

Because of compatibility, no one need hesitate to buy a black-and-white television set. It will not be obsolete because of color, and it will perform many years of service. Color television sets at the outset will cost from $800 to $1,000, and production will be in relatively small quantities until the industry is geared for mass production.

The National Broadcasting Company has completed program plans for color television's introductory year that call for each of NBC's regular productons to be broadcast in color at least once during the year—at the average rate of two programs a week.

Intensive color producton activities are under way at NBC's Colonial Theatre, world's first fully equipped studio for compatible color. At the Colonial, NBC's color corps has pioneered in techniques of lighting, staging and make-up. NBC also has in operation another color studio in Radio City, and plans have been laid for conversion to color of studio facilities in Brooklyn and in Burbank, California.

Television stations throughout the country are alert to the tremendous possibilities of color television and by slight modifications in their transmitting equipment they are enabled to pick up from the network and broadcast color shows. Five NBC-owned stations and 65 NBC affiliated stations have announced their intentions of doing so and more will follow in 1954.

Orders have been accepted by RCA Victor from one or more stations in 57 cities for color broadcast equipment. Throughout December, color equipment was air expressed as rapidly as completed and tested while crews of the RCA Service Company rushed the installations. As a result, 30 stations were equipped for colorcasts by December 31.

Color television presents a myriad of opportunities for broadening the services of electronic communications. Color adds a new dimension to the entertainment arts. It gives a new power to advertising and greatly increases merchandising opportunities through the use of television. A new realism is added to journalism. Television as a social and educational force is greatly intensified by color, thereby opening the way for significant advances in broadcasting.

During the past year television service was expanded and improved. Today, there are more than 27,000,000 receiving sets, or almost 60 per cent of American homes are television equipped.

Progress continues in television programming, as both the art and science of this great new medium advance hand in hand.

Progress in the use of UHF (ultra high frequencies) in television broadcasting during 1953 is convincing evidence that expansion of television in this direction will continue during 1954. Already

(Continued on Page 97)

SONG HITS OF 1953

January 1, 1953 to January 1, 1954

The 35 song hits with the largest radio and television audiences listed below in order of the total ACI points received in the ACI surveys during 1953. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI surveys during the fall of 1952 are noted by the 1952 date.)

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS ON ACI SURVEY
I Believe (Cromwell)	34,339	36
Song From Moulin Rouge (Broadcast)	33,272	37
April in Portugal (1952) (Chappell)	29,310	43
*No Other Love (Williamson)	29,007	31
Side By Side (Shapiro-Bernstein)	28,983	38
Don't Let the Stars Get in Your Eyes (Four-Star)	25,769	24
Till I Waltz Again With You (Village)	25,271	26
Pretend (Brandon)	24,458	31
*Vaya Con Dios (Ardmore)	24,121	28
Your Cheatin' Heart (Acuff-Rose)	21,870	31
*You You You (Mellin)	21,138	27
*Ebb Tide (Robbins)	20,754	22
Ruby (Miller)	19,013	27
I'm Walking Behind You (Leeds)	18,651	29
*Oh (Feist)	17,731	24
Doggie in the Window (Santly-Joy)	17,392	26
Keep It a Secret (1952) (Shapiro-Bernstein)	17,059	17
Why Don't You Believe Me (1952) (Brandon)	16,868	18
*Many Times (Broadcast)	15,084	17
How Do You Speak to An Angel (Chappell)	14,447	20
*I Love Paris (Chappell)	13,024	21
I'm Sittin' on Top of the World (Feist)	12,683	20
Because You're Mine (1952) (Feist)	12,091	12
*Ricochet (Sheldon)	12,029	17
*Rags to Riches (Saunders)	11,764	17
Just Another Polka (Frank)	11,493	21
P. S. I Love You (La Salle)	11,422	20
Wild Horses (Simon)	11,391	20
Lady of Spain (1952) (Sam Fox)	10,611	25
*Stranger in Paradise (Frank)	10,163	9
Nearness of You (Famous)	9,920	25
Hush-A-Bye (Remick)	9,442	19
Crying in the Chapel (Valley)	9,231	17
*That's Amore (Paramount)	9,215	13
*Granada (Peer)	9,039	27

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BILL NIMMO

Announcer - M.C.

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"THIS IS SHOW BUSINESS" • "PABST BLUE RIBBON"
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Management:
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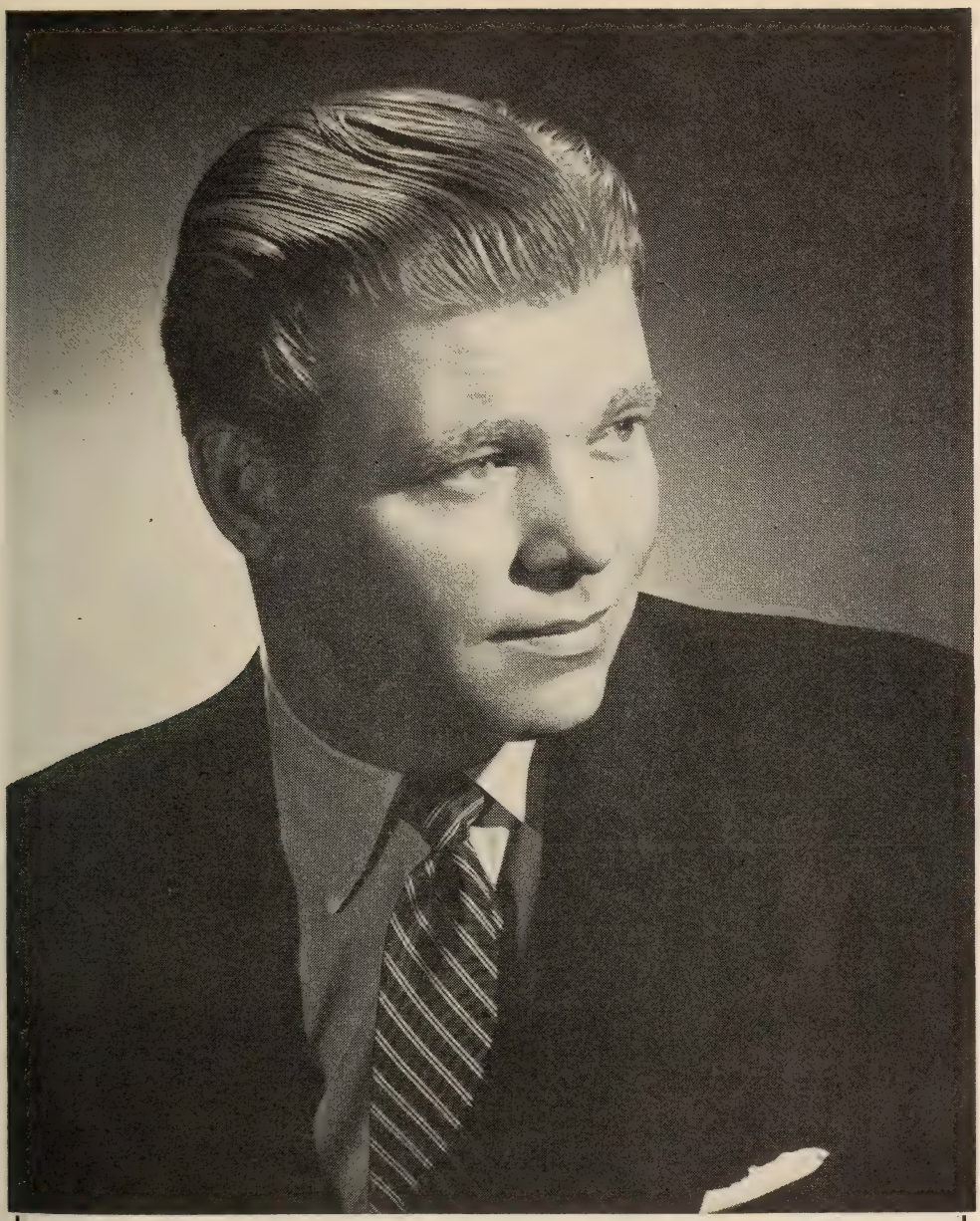
Jackie Gleason



JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK

Best Wishes

DEAN & JERRY

CARTB Enters New Year With Strong Membership

by T. J. ALLARD
General Manager
Canadian Association of Radio and Television Broadcasters

THE Canadian Association of Radio and Television Broadcasters starts 1954 with its membership at the highest level in its history—120 member stations out of a potential of the 140 non-government stations located in Canada.

Formerly known as the Canadian Association of Broadcasters, a change in name was effected during 1953 because of the Association's activities bearing fruit in one most important direction. There are now four television stations operating in Canada, apart from government TV stations, due to the CARTB's attempts to secure non-government TV licensing. Hence application was made to the proper authorities to have the name officially changed to "The Canadian Association of Radio and Television Broadcasters."

Although government policy now permits licensing of non-government TV stations in some areas, the CBC still maintains its own television monopoly in the six major cities of Canada. During 1954, a large part of CARTB's efforts will be designed to rectify this unfortunate situation.

Another forward step marked the past year in the semi-political field. Following the customary CARTB presentation to the now annual Parliamentary Radio Committee, that body recommended that the CARTB's case for a "separate regulatory body" merited further study. Previous pleas of CARTB for such a non-competitive regulating body have been dismissed. There now seems hope that the government of Canada is studying with greater care and sympathy the CARTB's often reiterated request for a "separate regulatory body," similar to the FCC, which would hold regulatory authority of proper degree and extent over both CBC and the non-government stations, in place of the present situation wherein CBC holds the regulatory authority, a monopoly on all networks and network arrangements, and competes with the non-government stations at the same time for both audience and business.

While not agreeing with the CARTB case concerning a separate regulatory authority, the CBC itself seems to be showing signs of desiring greater cooperation with the non-government stations on operating problems and policies. The new CBC regulations are an improvement on the old, and an even greater improvement upon the new proposals originally published.

In the year just past, the CARTB undertook an extensive and ambitious job-analysis and cost accounting survey of broadcasting stations in Canada. The survey set up job specifications, gave average ranges, and undertook detailed analysis, by types of business, of station sales, costs and like statistical material.

The Sales office of the Association widened its presentations to agencies and advertisers outlining the benefits of broadcast advertising. An accurate listing was prepared which gives, for the first time in Canada, a detailed accounting of what accounts and types of accounts do and do not purchase broadcast advertising, and the extent to which all accounts invest in any type of advertising.

Arising from action taken at an Annual Meeting of CARTB, plans are being explored in Canada to set up an impartial research directorate to outline standards for program popularity polls, to validate this and other types of research, to set up a sort of "good housekeeping" seal of approval for research companies which meet these standards, and to provide information to agencies and advertisers on the use of researchers figures. This research directorate, it is planned, will function under the general direction of the Bureau of Broadcast Measurement, jointly supported and financed by broadcasters, agencies, and advertisers.

Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES

Sales Outlook Good in Radio-TV Industry

By FRANK M. FOLSOM
President
Radio Corporation of America

THE growing importance of the radio-television industry in the progress of America was demonstrated convincingly in 1953. New dimensions of television and sound, in particular, and the continuing electronic requirements of government and military services, provided major areas of development and production. The industry reached an annual going rate estimated at nearly $8 billion.

It proved an excellent year for the Radio Corporation of America, with sales of products and services attaining an all-time high volume, well over the $800 million mark.

RCA's dollar backlog of government orders at year-end was the largest in the company's history, exceeding by a considerable margin that of the World War II period.

Abundant sales opportunities are ahead in such fields as black-and-white television, compatible color television, industrial TV, transistors, high fidelity phonograph instruments and records, office and home communication systems, radio sets, and electronic equipment for industry and military uses, as well as the older lines of communication apparatus.

RCA recognizes that American merchandising reached a significant turning point in 1953, presenting new challenges and opportunities for the coming year—a year that can be good for business.

The new trend in merchandising represents a closer approach to normal business operations. The 14-year old sellers' market is gone. Many industries are now adjusting their operations to meet the demands of a buyers' market. Careful planning and hard work are needed to maintain the sales volume developed during the years that business enjoyed a sellers' market.

The changed market condition requires evaluation by business leaders, not only along economic lines, but in overall strategy of operations.

RCA is charting a positive course of action to maintain relatively high volumes in production and sales during 1954. Among major steps being taken to achieve this aim are:

1. Reshaping of productive capacity to meeting changed merchandising trends and to increase efficiency so that values of products may be enhanced for the consumer.
2. Streamlining of operations and selling organizations.
3. Establishment of closer teamwork between retailers, wholesalers and manufacturers.
4. Strengthening of distribution system so that consumer demands in certain areas can be more readily met by wholesale outlets nearer to dealers.
5. More assistance to dealers.

Television continued to expand and improve its service to the American public during 1953, with more than 27 million black-and-white receivers in use by year-end. This represented an increase of approximately six million over the previous year.

Two significant trends were reflected in consumer television buying patterns—one was the increasing popularity of larger screen sets, such as the 21-inch RCA Victor models, and the other was the impact of UHF (ultra high frequency) television stations as added programming outlets. Many of the sets sold were equipped to receive both VHF (very high frequency) and UHF transmissions.

RCA expects sales of black-and-white television sets to continue in the millions, during the orderly introduction of compatible color television in 1954, and plans to accelerate promotional activities to achieve this. The importance to the public of compatibility in television cannot be over-emphasized. It means that color programs can be received in black-and-white on all existing sets, at no additional cost to set owners, and without added devices. Color sets can also receive black-and-white programs in black-and-white.

(Continued on Page 121)

Kate Smith

1953 NETWORK NEWS SELECTIONS

The network's evaluation of the top ten news stories follows:

— ABC RADIO —

1—The signing of the Korean truce.
2—The death of Premier Stalin.
3—Execution of the Rosenbergs.
4—The Harry Dexter White case.
5—Russia's hydrogen bomb.
6—The Greenlease kidnap-murder.
7—Inauguration of Eisenhower.
8—Coronation of Queen Elizabeth.
9—Death of Senator Taft.
10—Yankees win fifth Series.

— ABC-TV —

1—Korean Truce.
2—Eisenhower takes over.
3—Stalin's death and Red unrest.
4—McCarthy vs. Eisenhower.
5—Taxes.
6—Atomic crisis.
7—White case.
8—Rosenbergs' execution.
9—Queen's coronation.
10—Taft dies.

— CBS RADIO —

1—Inauguration of Eisenhower.
2—Death of Stalin and rise of Malenkov.
3—Armistice and Prisoner Exchange in Korea.
4—Coronation of Queen Elizabeth.
5—The Rosenberg Case.
6—Death of Senator Taft.
7—Harry Dexter White Case.
8—Big Three Conference.
9—Eisenhower world atomic stockpile plan.
10—Battle for European Defense Community.

— CBS-TV —

1—Power shift in Russia—death of Stalin, Malenkov's accession, ouster of Beria.
2—Signing of Korean Armistice, and subsequent negotiations, prisoner return, prisoner explanations.
3—Eisenhower speech to UN on atomic controls.
4—Berlin riots.
5—Coronation of Queen Elizabeth.
6—Harry Dexter White case.
7—Inauguration of Eisenhower.
8—Execution of the Rosenbergs.
9—Death of Senator Taft.
10—Greenlease kidnapping.

— DU MONT-TV —

1—Korean Truce.
2—Death of Stalin.
3—Soviet Hydrogen Bomb.
4—Eisenhower Address to U.N.
5—Inauguration of Eisenhower.
6—Greenlease Case.
7—Rosenbergs' Execution.
8—Dutch Floods.
9—Death of Senator Taft.
10—Coronation.

— MUTUAL-RADIO —

1—Armistice ends fighting in Korea.
2—The death of Stalin.
3—Coronation of Queen Elizabeth.
4—The Harry Dexter White case.
5—East German Riots.
6—Execution of the Rosenbergs.
7—The death of Sen. Taft.
8—The Greenlease kidnapping.
9—The Eisenhower Atomic Plan.
10—Changes in the United States Supreme Court.

— NBC RADIO —

1—The Inauguration.
2—The Coronation.
3—The Berlin riots.
4—The Greenlease kidnapping.
5—The McCarthy-Dulles Conflict.
6—Korean coverage: atrocities, POW's: Mrs. Howe and her son; reluctant GI's, and the POW exchange.
7—Death of Stalin.
8—Brownell-Truman.
9—Death of Senator Taft.
10—Farmers' fight on Benson.

— NBC-TV —

1—Inauguration of Eisenhower.
2—Coronation of Queen Elizabeth.
3—The Greenlease kidnapping.
4—Death of Stalin.
5—Berlin riots.
6—Korean truce and POW exchange.
7—The Harry Dexter White case.
8—The tornadoes.
9—The Trieste problem.
10—The McManus case.

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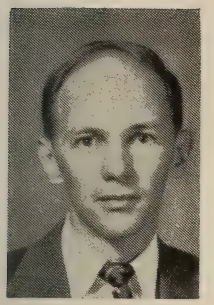


Surveys Uphold Constancy of Television Audiences

By JAMES W. SEILER
Director
American Research Bureau

WITH the television industry well out of its swaddling clothes and now passing into a rapidly achieved adult state, the myriad questions which could not be answered during the youngster's uncertain infancy are receiving increased attention.

American Research Bureau, Inc., in the course of its individual market and nation-wide audience surveys for the last four and a half years, has been coming up with many of the answers.

Certainly one of the long-standing $64 questions has involved the constancy of television audiences. Would they love the medium in December as they did in May?

In the late 1940's, it took something less than a gross of slide rules or a mechanical brain to determine that the family's first television set was likely to be in almost constant use. Practically all program fare was received enthusiastically. Dire predictions that prolonged small-screen viewing could lead to myopia or spots (20-second) before the eyes, failed to curb an audience prepared to take all that the tube could bear.

Such immediate response, however, could not quiet an ever-present fear in the industry that the first flush of enthusiasm would subside. The peak of viewing time among owners of new sets, many felt, would inevitably be followed by a substantial drop to a much lower plateau of hours spent watching TV once the novelty had worn off.

ARB studies now indicate these fears were unfounded.

Since 1949, ARB has been conducting diary surveys of television viewing and publishing reports which have gained acceptance among those who must have reliable and statistically accurate figures. During these sampling operations, respondents have been asked to supply the purchase date of their sets. By now, ARB has on file thousands of week-long viewing records of families of all categories in terms of length of set ownership.

ARB reports from a group of representative markets where television programming has been in effect for a few years quickly lay to rest the fear that enthusiasm for the medium is short-lived. The accompanying chart shows today's average viewing hours per family in these areas, broken down by date of set purchase, both for the Monday through Friday daytime hours and for the evening hours of the entire week.

FAMILY VIEWING HABITS

DAYTIME

Set purchased	hrs. M-F
1949 or earlier	8.2
1950	7.8
1951	7.8
1952	8.1
1953	9.7

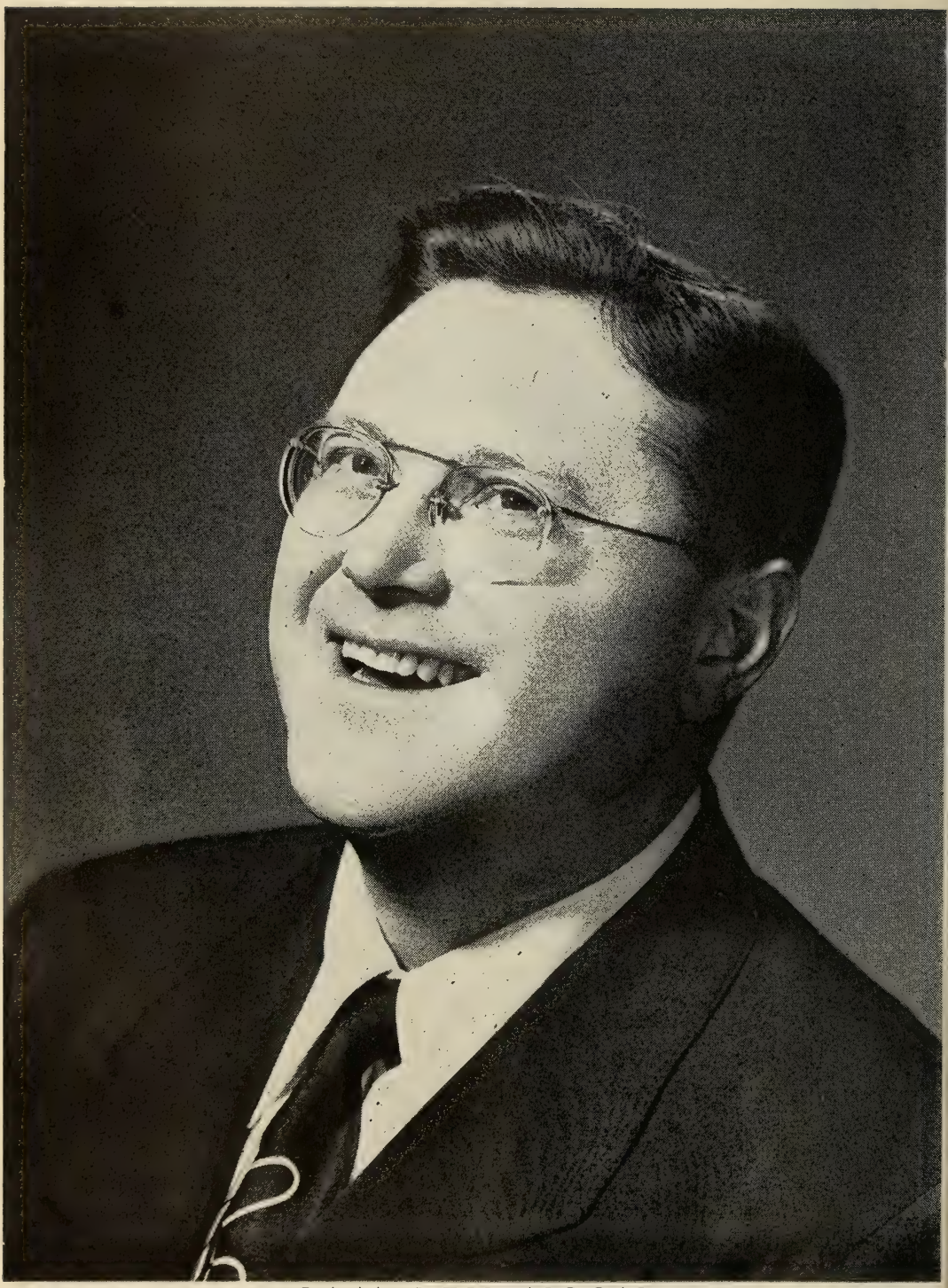
EVENING

Set purchased	hrs. per wk.
1949 or earlier	21.7
1950	20.0
1951	18.9
1952	19.0
1953	21.0

These figures amply demonstrate that there is not too wide a variance in time devoted to viewing among families who bought their sets in recent years. True, the weekday viewing in homes where the set was purchased in 1953 exceeds that of the family who acquired a set in 1950 by over 20 per cent. It is to be expected, however, that the impetus of new set ownership must reveal itself to some extent. Yet the same comparison with 1949 purchasers of sets shows only 18 per cent more viewing during the daytime period by those who became set owners in 1953. And the 1949 purchasers are now watching television 0.7 more hours per week during the evening than the johnny-come-latelies whose purchase of a set was made last year.

The figures put the viewing picture into focus.

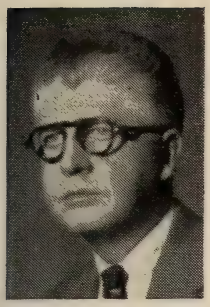
The complete picture is a cheerful one for the industry, cancelling out the stereotype of the jaded set owner increasingly turning away from television once the first rapture of enthusiasm has passed.



SAM LEVENSON

"THIS IS SHOW BUSINESS" "TOAST OF THE TOWN"

CBS-TV



New Production Records Set by Manufacturers

By JAMES D. SECREST
Executive Vice President
Radio-Electronics-Television Manufacturers Association

THE radio-TV and electronics industry broke all production records in 1953 by turning out sets, electronic equipment, transmitters, and tubes and parts with a combined factory value of more than $5 billion. This was $1 billion more than the industry's output in 1952.

About one million more television receivers and above two million more radios were manufactured in 1953 than during the preceding year. While neither production was an all-time high, their combined value was exceeded only by that of 1950 when the outbreak of the Korean War started a buyers' panic due to fear of wartime shortages.

Preliminary tabulations show that about 7,250,000 television receivers and 13,500,000 radios, including auto sets, were produced in 1953. Their total factory sales value was more than $1.5 billion.

The broadcast equipment segment of the industry experienced a boom as the Federal Communications Commission surprised everyone by the rapidity with which it issued TV construction permits.

Sales of replacement parts through jobbers and service shops continued to rise as TV set ownership throughout the United States passed 27 million.

An upsurge in public demand for good music in the home brought high fidelity equipment from the custom shops to the mass ready-made market. Even the radioless phonograph—with high fidelity accessories—returned to the high price shelf.

The most significant long-range development in 1953, however, was in the engineering research field. The National Television System Committee, which was formed by the Radio-Electronics-Television Manufacturers Association three years before, did what many thought impossible in 1950 and recommended to the FCC tested standards for transmission of a compatible color television signal. The Commission, which had previously approved non-compatible standards proposed by the Columbia Broadcasting System promptly adopted the new specifications.

Indicative of the expanding character of the industry, the manufacturers' trade association added the word "electronics" to its title only three years after it incorporated "television." Thus the radio industry which existed before World War II and which did an annual business of $250 million (factory sales) became the radio-electronics-television industry with a yearly output valued at more than $5 billion.

The essentiality of electronic equipment in modern warfare and defense was responsible for the greatest part of the expansion of plants and facilities since 1950. Much of this type of manufacturing is expected to turn to new industrial and commercial electronic equipment once military procurement declines. However, there appears little prospect that this decline will occur in 1954 or for several years to come.

The outlook for 1954 TV set production is not as clear as heretofore due to the uncertainty of the effect of color television on black and white receiver sales.

Many manufacturers believe that the display of a few "sample" color sets at from $700 to $1,000 in 1954 actually will stimulate the buying of black and white sets. They believe the comparison of prices and values of black and white against color sets, together with the limited number of color programs, will win over many persons who have been waiting for color in the mistaken belief that it would be as cheap and have as large screens as black and white.

Set and parts manufacturers in an informal poll following a RETMA meeting estimated that about 5,000,000 black and white sets and under 200,000 color receivers will be manufactured in 1954.

Radio receiver production, which has maintained a remarkably high level in spite of television, is expected to continue at twice the rate of the TV set output.

MEL ALLEN

Progress On The Overseas Information Front

By THEODORE C. STREIBERT
Director
U. S. Information Service

ON August 1, last, the President formed the U. S. Information Agency to carry on the overseas information program of the United States. The new Agency has responsibility for programs formerly conducted by the Department of State and the Mutual Security Agency. The Director of the new Agency is responsible to the President through the National Security Council.

In a public announcement on October 22, the President gave the new Agency its mission. This was the first time in history that any government had ever announced to the people of the world what it was trying to accomplish through its overseas information program.

The President has given the new Agency the job of presenting factual evidence to the other peoples of the world that the U. S. shares with them the same aspirations they have for freedom, peace, and progress. Further, the Agency has the job of trying to persuade these people that they can best achieve their legitimate aspirations in cooperation with the U. S.

In doing its job, the U. S. information Agency is directed to concentrate on objective, factual news reporting and appropriate news commentaries.

Distortions or misrepresentations of fact are not permitted. Use of a strident, antagonistic tone must be avoided.

This does not mean that the U. S. Iformation Agency is going to be "soft" about communism. Quite the contrary. The Agency will continue to hit hard at Soviet lies about the United States.

But by sticking to the facts, not haranguing, we should be able to do a better job. For if we are to succeed, our message must be credible if it is to be convincing. Facts and comments associated with facts are, of course, far more compelling than accusations or mere assertions.

Our radio broadcasts to Russia and the satellites provide a good example of the new policy in action. Important distinctions are being made in the contents of our broadcasts to these areas.

In our broadcasts to Russia, the attempt will be made to gain a reputation for credibility and factual news reporting, instead of being only anti-Soviet.

In the satellite countries, the situation is somewhat different. Here there are captive peoples who have known a better system than communism. The U. S. Information Agency will give them straight news too. But it will also hit hard at Soviet imperialism and try to keep alive their hopes that someday they will again be free.

The radio operations are one example. Less reliance than before is being placed on long range, short-wave broadcasts from the U. S. Instead, more emphasis is being placed on relaying short wave broadcasts on the standard band from points closer to our listening audiences.

The broadcasting service of the U. S. Information Agency is also providing our overseas missions with prepared programs on tapes and recordings. These are being placed on local stations abroad.

In addition to these radio activities, the broadcasting service is also supplying TV material regularly to 15 countries.

The revised program of the new U. S. Information Agency also gives much greater emphasis to the importance of the cooperation of business and civic groups. To date, over 750 private organizations have participated in projects of value to our overseas information effort. Their cooperation has saved American tax-payers several million dollars. More important, they have accomplished things which the Government would not have done.

Active participation is needed by more civic groups and industrial organizations. Non-government resources must be utilized to a far greater extent to help in the big job there is to do.

The U. S. Information Agency is striving in every way possible to stimulate and assist this private participation.

DON McNEILL'S BREAKFAST CLUB
Now on ABC Television and ABC Radio

rom the Terrace Casino Room of the Morrison Hotel Chicago 8 to 9 a.m.

Neither Boom Nor Gloom in Broadcasting's Destiny

By **HAROLD E. FELLOWS**
President
NARTB

TO me, the current hue and cry concerning this nation's economic outlook is reminiscent of the period six scant years ago when prophets of doom were chanting that radio was a "dead duck."

Perhaps this is an inevitable result of long-standing American custom of her heralding in each new year with backward analyses and forward prophecies. So-called experts are called upon to bespeak themeselves with authority and all at once 'til they have to shout over the crowd to gain audience.

"Downward curve," "levelling-off," "recession" whatever the pessimistic definition, may, as I have indicated, be likened to the year of 1948 when television suddenly swept into popular acceptance and radio was labeled a "dead duck." History has since written that radio was not destined to be so labeled—any more than newspapers were destined to lock their doors when radio appeared.

Such shouting from the roof-tops about recession is a clarion call to arms—it heralds clashes, controversies, sometimes temporary bitterness, but the final, end product is readjustment—then the renewed march forward.

Personally, I am not convinced by the gayer economists that business will soar to new heights in 1954, nor am I persuaded by the sadder among this gentry that we shall descend into the slough of depression. But some place between those two extremes, it would appear, lies our destiny in the field of business activity for 1954.

In too many of our approaches to the daily problem of living, we are frenetically trying to run forward while looking backward. Forward lies the challenge —forward where one can see even more prosperous living for all of our people; expanding markets; new developments in transportation, in housing, in communications. Forward lies the challenge to men who are so dissatisfied with this day that they would make tomorrow better.

And therein lies the forward challenge of media—*all media,* newspapers, magazines, outdoor, direct mail, radio and television. Perhaps media muscles got a little flabby during the immediate post war years when we were in a sellers' market. Now in 1954, the pendulum has swung to a buyers' market and it is up to media to move the goods.

Indisputably, this nation has the finest advertising talent in the world. Moreover, this nation is blessed with the kind of leadership in its industries which does not falter in the face of adversity.

The goal before all media is consumption. Since people are the ultimate consumers, it bodes well that the field of research has at long last come into its own. It is through research that we can study the consumer and his motives for buying.

The markets of America will be served even more widely by the great communications media of radio and television in 1954. As this is written, FCC statistics show that at the conclusion of 1952 there were on the air 2399 AM stations, 672 FM stations and 137 TV stations. At the end of 1953, the FCC reported on the air 2521 AM stations (an increase of 122); 560 FM stations (a decrease of 52); 356 TV stations (an increase of 219).

As for the NARTB, we're 1116 strong in AM against 1024 at the end of 1952. In FM, we've dropped from 365 to 340—nearly holding our own despite the fact that many FM stations went off the air. In TV, we've gone up from 102 to 229.

The figures will be even greater next year this time. The broadcasting industry has never stood still. It never will. We're moving ahead. There will be color tubes and vest-pocket radios, new horizons in broadcast education and service to the public. There will also be new and continuing problems. If we stick together and work together as an industry, we'll handle them all. That's a challenge and a promise.

YOUR SHOW OF SHOWS

HAL JANIS

YOUR SHOW OF SHOWS

SID CAESAR

"O Boy O Boy"

IMOGENE COCA

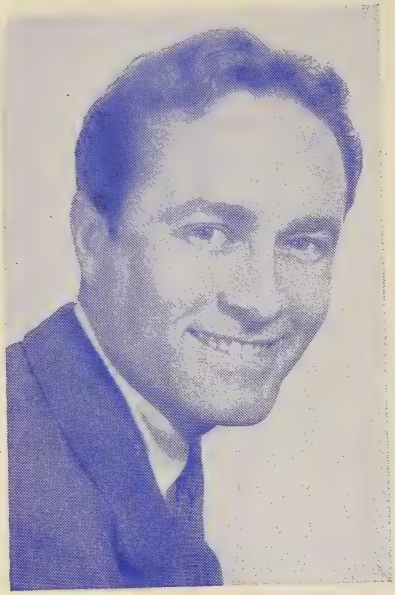
"What a Beautiful Gesture"

JACK RUSSELL

CARL REINER

BILLY WILLIAMS QUARTETTE

YOUR SHOW OF SHOWS



HOWARD MORRIS

JOAN WALKER

MELL TOLKIN — LUCILLE KALLEN — MEL BROOKS

TONY WEBSTER — JOE STEIN — DANNY AND DOC SIMON

WRITERS

OF

"YOUR SHOW OF SHOWS"

YOUR SHOW OF SHOWS

CHARLES SANFORD

MUSICAL DIRECTOR

OF

MAX LIEBMAN'S "YOUR SHOW OF SHOWS"

NBC-TV

Max Liebman

Producer-Director

"Your Show Of Shows" — WNBT

The Radio Revolution; Analysis of Programming

By FREDERIC W. ZIV
President
Frederic W. Ziv Company

THE revolution in radio has been taking place for several years now. It is a peaceful revolution, although a far reaching one. And it has been going on long enough now so that certain patterns have emerged and taken shape.

It is increasingly evident to all, even the most pessimistic, that the radio industry will not only survive the television revolution, but that it will emerge as an infinitely more stable and perhaps, even stronger entertainment and advertising medium.

It is at the local and regional level that radio is vitally alive. It is here that radio is setting new records and giving ample promise of new goals yet to be reached. And we of the Ziv Company are keenly aware that it is our function to supply, at the local and regional levels, the new, modern programming techniques that radio demands.

Our "Hour Of Stars" series is an outstanding example of the success which awaits those who program in the new way for today's radio. At this moment the "Hour Of Stars," is being broadcast by 527 radio stations in the United States. But more important, never before in our history, have we received so many glowing and enthusiastic reports from the stations, telling us of their success in securing local, regional and national spot advertisers. The decision to program an hour long segment of time, every weekday — to program it imaginatively and with showmanship, has certainly paid off for our stations. It was our belief that a show with four of America's greatest stars — Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee — presenting the kind of entertainment America loves best, just couldn't fail. It didn't.

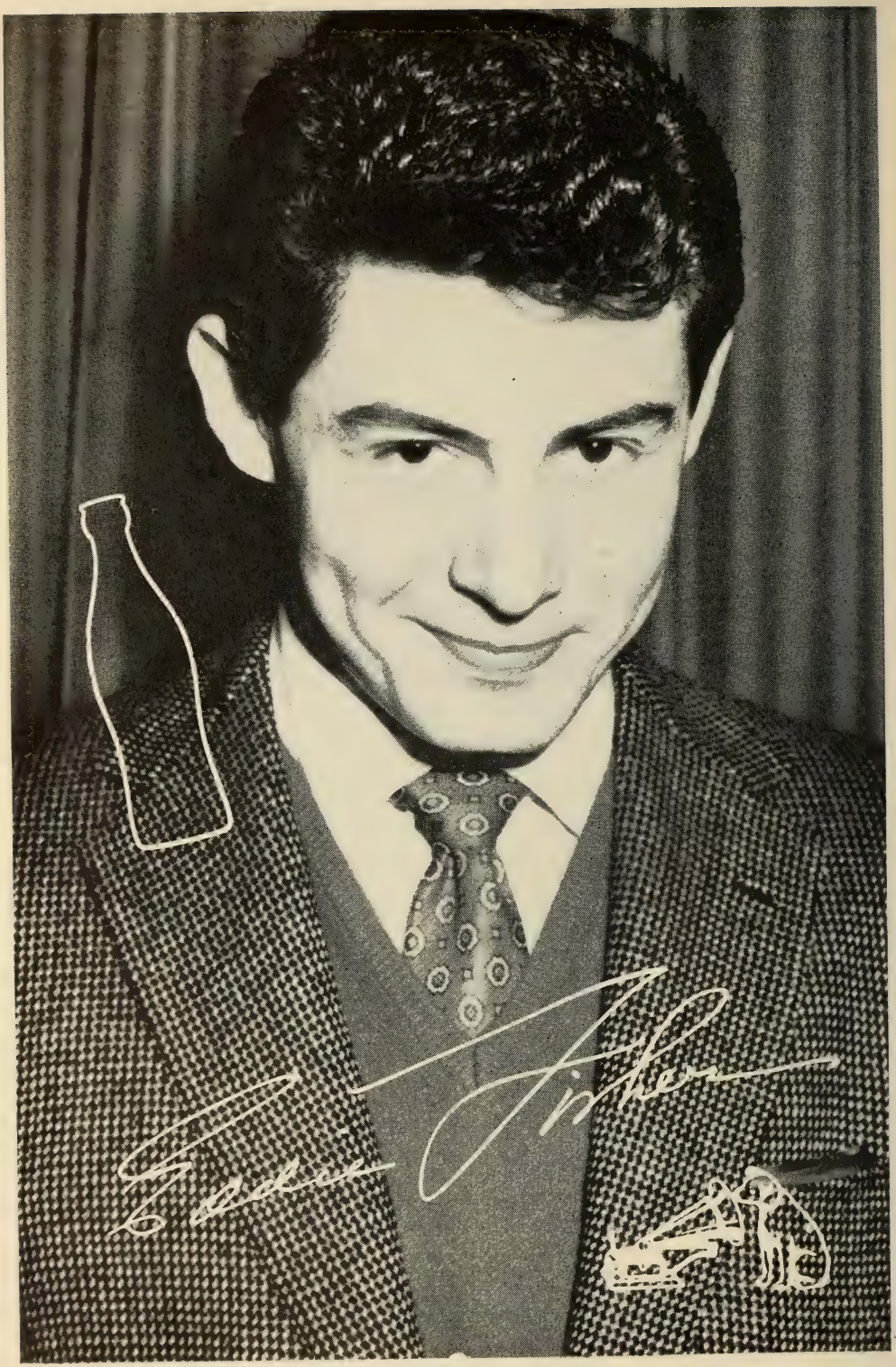
Encouraged by the success of the "Hour Of Stars," we determined to take an even bigger step. What we wanted was one of the top three radio stars of all time. We wanted in short, a comedian who had sky-rocketed to success in radio. We were convinced that one of radio's top comedians, a man who had always been able to command a tremendous listening audience, could, if programmed in the new and modern technique, rise to even greater heights.

We have been fortunate to secure the services of Red Skelton. Red is indeed, one of the three all time comedy greats of radio. And we have been able to make Red Skelton available in a half-hour show to stations, agencies and sponsors on a five time a week basis. I think you will agree that the impact of the "Red Skelton Show," programmed five times a week across the board, is exciting to contemplate. And because of the vitality and growth of local and regional radio, we can look forward to extending this program into more markets than we have ever reached before and thereby offer it to each station or sponsor at prices that are among the lowest in our history.

As this piece is written, we have been offering the "Red Skelton Show" for just two weeks. It has been the biggest two weeks that our company has ever enjoyed from a sales standpoint.

This is the new radio. This is radio's dynamic answer to the demand of its audiences and advertisers for a new approach — a top comedy star in five half-hour programs every week — a form of programming not contemplated in the 1940s, never before available to the stations and sponsors on a local and regional basis. The immediate, enthusiastic response to this new plan for radio programming and selling today is a real tribute to the growing vitality of this medium.

These successes are not *ours*. They are industry successes. They stand, I believe, as testimony to the strength and power of radio, to its ever increasing appeal as an advertising medium. They stand too, as evidence that radio still offers a challenge to the showman and to the salesman. And further, that new successes and new achievements await those who successfully meet the challenge.



Merchandising Methods As Practiced by Network

By FRED N. DODGE
NBC Merchandising Director

FIRST, let us remember always, that advertising is bought, whether it is in a newspaper, magazine, billboard, radio or television, for just one reason; that is to help an advertiser sell his services or product. For years advertising media of all kinds have created and presented glowing presentations of the selling effectiveness of their medium. However, in most cases when the order was booked they considered their responsibility discharged and when any advertiser asked for help in merchandising his advertising at the point of sale and moving his product, the howls were long and loud. This was particularly true in radio and television. However, during the past two and one half years the picture in this field has changed.

When NBC launched its Merchandising Department on January 1, 1952 no other network offered a complete merchandising service and few stations had embraced merchandising, despite the pioneering of the granddaddy of them all, WLW in Cincinnati, for over 17 years. Being a subject that was new to most broadcasters, merchandising erupted in the industry during the past two years in many and sundry forms and concepts. Unfortunately, in many cases, much of this so-called merchandising is designed to impress the advertiser, with nothing concrete being done about the real target, SALES. Further, in many cases, these merchandising plans have constituted a form of rate cutting. However, gradually the sounder merchandising techniques are prevailing and merchandising, a subject to which scant heed had been paid in the past, is becoming firmly established.

Although we are concerned with network merchandising, emphasis here is being placed on the growth of merchandising among stations because a network's affiliated stations make a most important contribution to network merchandising. This is for the simple reason that all merchandising is local and no advertising medium could afford to foot the bills accruing to the establishment of local merchandising operations in all of the key markets. However, a network, and only a network, can present a well rounded and sound media merchandising service to national advertisers because it is represented in these markets by its affiliated stations. When a sound cooperative program between a network and its affiliates is established in the interests of network sponsors then, and only then, is true network merchandising effectiveness achieved.

Obviously, an understanding of the advertiser's problems, his sales goals and his methods of distribution are essential to the cutting of a merchandising pattern suitable to his individual needs. This requires experience and the "know-how" of professional merchandising men. Accordingly, the NBC merchandising field force is made up of men who average better than twenty years of advertising, sales, marketing and merchandising experience and are fully qualified as sales and merchandising, consultants. Further, any merchandising plan in which the promise is not performed is bound to lead to distrust and, to say the least, loss of interest on the part of sponsors. Therefore, one of the most important functions of the NBC Merchandising District Supervisors is the policing of the cooperative agreements with retail factors which they have obtained in the interest of our advertisers.

The importance of merchandising is fast being recognized by both advertisers and agencies and the demand upon media growing. Daily the case histories are piling up as indisputable evidence of sound merchandising's value and place in today's sales battle. In brief, the day has passed when advertising media can consider their obligation to the advertiser fulfilled when they have made the sale of time or space.

DANNY THOMAS

"MAKE ROOM FOR DADDY"

ABC-TV

for

LUCKY STRIKE CIGARETTES

and

DODGE-PLYMOUTH DEALERS

IAAB Activities Expand In Latin America

By **EMILIO AZCARRAGA**
President
International Association of Broadcasters

ON October 4th of this year, the Interamerican Association of Broadcasters was eight years old. This date has been christened in this Hemisphere as "Broadcasting Day" and it marks, shall we say, the reaching of age of this wonderful medium of diffusion.

In fact, the great progress and maturity reached by radio in the different countries of America had not had, prior to that time, an organized entity for the purpose of determining and summarizing the duties of the broadcasters toward the people whom they serve and to point out the moral responsibilities inherent in the privilege of addressing them and to accept as one of those duties, undoubtedly the most sacred one, the defense of the ideals of liberty, democracy and respect of human dignity, as the most secure path to permanent peace and tranquility.

The IAAB also promoted liberty of expression and made a reality of it through practice, which in its double aspect of free communication of ideas and the rights of the people to free access to all events and opinions, without obstacle or deviation, should be considered as the most efficient guaranty and safeguard of the rest of the essential rights of man.

The IAAB proclaims that there are no theoretical liberties. Each individual is entitled to practice and enjoy all of them and it is liberty of expression which in great measure contributes to strengthen in men the consciousness of their rights, enable them to repudiate lies and deceit and save them from becoming new victims of ideologies that poison the spirit and spread destruction.

Notwithstanding all the formulae of protocol which, it is assumed, are international obligations, the IAAB, as well as its twin sister, the Interamerican Press Association, has a very difficult task to perform, because day by day liberty of expression is a victim of violations and abuses in one place or another, and has become in some countries a permanent victim of a dictatorial will built upon a sole and supreme law.

In all its activities the IAAB propounds and supports the principles of living together, solidarity and cooperation, which serve as a basis for the United Nations Organization and the Organization of American States. In summation, all of its work is but the application and defense of the purposes and goals of such organizations. Thus the IAAB has been recognized and has been given the category of a non-governmental cooperative medium, by virtue of which it maintains a permanent contact with them.

During the coming year of 1954, intensive work awaits all Directors of the IAAB. Furthermore, we are creating special commissions with representatives of all regions of the Continent who, together with the Committees of the Interamerican Press Association, will keep vigil over liberty of expression and the application of the "Panama Doctrine." These Committees will be permanent and it is expected that their performance will contribute, in a very effective way, to the aims of the Press Association and our Association.

We also have before us the task of persuading the Organization of American States to call a conference to unify, in broadcasting matters, the legislation of the countries of this Hemisphere, not in its technical aspects which have been the subject of several world, continental and regional treaties now in existence, but as to the contents of the transmissions themselves, in order that the domestic legislation of each country confirm and guartee the liberty of expression.

The IAAB is filled with great faith and an indefatigable persistence. It places both at the service of liberty, within the formulae which the people of our countries have chosen as the best to reach their fulfillment.

Best Wishes

Martha

NTSC and Color Television A Review of Developments

By DR. W. R. G. BAKER
General Electric Vice President and Chairman
National Television System Committee

COLOR television, long-awaited and much discussed, today is a living, growing monument to more than 200 top electronics scientists and engineers from several score television and broadcast companies and laboratories.

In what must be an unparalleled example of industry cooperation, more than one million man-hours and an estimated $10,000,000 was expended in the development and the testing of the technical signal specifications for color television proposed by the National Television System Committee. No one company, nor any single individual can claim the credit for the development of the FCC approved color television standards. It must be shared by all.

Certainly Chairman Charles A. Wolverton of the House Committee on Interstate and Foreign Commerce expressed it well when he said that the words of former Chairman Fly of the FCC concerning the work of the first NTSC on monochrome television "are as appropriate today as they were when he uttered them." Chairman Fly said, "This is another example of the best that is in our democratic system, with the best in the industry turning to on a long and difficult job in an effort to help the government bodies in the discharge of their functions so that a result may be achieved for the common good of all."

The National Television System Committee concerned itself solely with a significant and highly challenging technical problem; how best to achieve the optimum in terms of a color television system. Those persons on the Committee and associated with its work were scientists and engineers of special technical qualifications, or others with a deep interest in the progress of color television. The Committee did not concern itself with any phase of production equipment, nor with considerations involving the proprietary interests of members or companies in the industry.

Taking two fixed points; (1) the 6-megacycle band width established by the FCC for this service, and (2) the physiological and psychological characteristics of the human eye—the NTSC attempted to evolve the finest conceivable system, one not only practical for the immediate public interests to be served, but one which also contains the necessary growth potential for the long-range public interests.

In the development of the standards for a compatible color system, the NTSC had the full and complete cooperation of the companies comprising the industry. The source of an idea was disregarded completely. The only questions were: Is this the best idea? Is this the best way to do the job? During its two and a half years of active work the NTSC produced a number of significant contributions, not only on a system basis, but also in details. The standards evolved by the NTSC provide first, the transmission of excellent pictures in full color to color receivers. The detail is practically equal to that of monochrome telecasts. In chromatic quality—that is, fidelity of color reproduction—the color television images match or excel color movies.

Secondly, the NTSC system fulfills the compatibility requirements. It produces the program on monochrome receivers, producing images in black and white which are better than those provided by standard monochrome broadcasts. The investment of the public in 25 million monochrome receivers is fully protected. No modification of these receivers is required, in fact, no adjustments whatever are needed except the normal operation of the front panel controls used in monochrome reception.

This is the successful result of the work of the NTSC and of the engineers and the scientists of the television industry.

ROBERT MONTGOMERY

Presents

YOUR LUCKY STRIKE THEATRE

and

THE JOHNSON'S WAX PROGRAM

NBC - TELEVISION MONDAYS 9:30 - 10:30 PM EST

Future of Tape Recording in Television

By BASIL F. GRILLO
Executive Vice President
Bing Crosby Enterprises, Inc.

THIS year — 1954 — looks like the year for introduction of television recording on tape. And we mean not just another "demonstration" of technique but a practical, commercial device such as our VTR (Video Tape Recorder), that will accomplish the promises we made and revealed physically more than a year ago.

In July of this year, we illustrated near perfection of our black and white picture. It was a picture that any technician working in this newest field of electronics would be proud to achieve in such a comparatively short period of experimentation as we have experienced.

Readers of the Yearbook may ask: "What's this fellow talking about black and white tape recording when everybody else is working on color?"

The best answer to that is, "First things first." Let it hastily be added that we are taking second place to none in the development of color TV tape recording.

The most important thing about the perfection of black and white tape recorders is the extent to which they will advance color television programming. We believe that our VTR will so revolutionize the TV industry and its present system of black and white broadcasting, that by virtue alone of the tremendous savings it will enjoy through simplification of techniques, resources now employed in present methods may be put to use in developing color programs.

The ability of the television industry to achieve a great transformation from black and white to color TV has been questioned, in view of the motion picture industry's inability to accomplish a general switch to color after more than 20 years of trying. We feel the impracticability of such a transformation is just as real to TV as long as expensive color film must be employed. But, with the introduction of color tape and its comparative minor cost, this change may be expected with little effort.

What are Bing Crosby Enterprises doing about color tape?

It might better be asked: What are manufacturers doing about color receivers?

For, until suitable receivers are obtained for color broadcasts at costs that are within reach of a majority of viewers, color tape is virtually a surplus commodity.

That doesn't mean that we are sitting idly by waiting the day of general color TV broadcasting nor until everybody in America has a color receiver. Our engineers have virtually perfected tape recording of black and white television signals. To include color is a matter of a few refinements that already are known and being perfected. It is a matter of present minor concern because we know we have answered this need and will supply it when the industry is ready to adopt it.

One other new factor worth consideration in the rapidly changing picture of TV broadcasting is the possible general advent of subscription type receiving, now undergoing trial in various communities of the nation. Unquestionably, the American public is usually a discriminating audience on most occasions. It has not proven particularly so with respect to television, perhaps because it still is quite a novelty in many areas. TV on tape may prove extremely helpful in the promotion of subscription viewing however, and the profitable conduct of this type of operation.

Tape recording will also eliminate expensive filming processes and provide numerous and timely duplicate pictures for many widespread areas.

After all, viewers can look at only one show at a time. So what happens when two or more first rate productions are in direct competition. Some advertiser must be a loser. But, if he can salvage his production on tape, he can salvage audiences by showing it again at another time or another place, and, with tape he achieves the highest quality duplicate at extremely low cost. That's the real beauty of this coming process—tape recorded TV.

RALPH EDWARDS

THIS IS YOUR LIFE

for

Hazel Bishop — NBC TV

TRUTH OR CONSEQUENCES

for

Pet Milk — NBC Radio

TARGET PRODUCTIONS

GEMINI PRODUCTIONS

Casting for Television As Viewed by Expert

By **MILO O. FRANK, Jr.**
CBS-TV Talent and Casting Director

CASTING for Television involves public relations on an international scale. Let us start out by saying that the Casting Director is generally not the most popular man in the world. It is true that at certain times with certain people he is very popular, but this is liable to change as quickly as one is able to say "no." No matter what nationality the actor may be, "no," seems to be understood in any language. Unfortunately, part of a Casting Director's job is to say, no. The above is on the negative side and actually there are many wonderful and exciting things in casting for television.

Obviously we deal in actors; however, many strange and varied performers come our way. Among these, one of the most notable was a horse which waited patiently outside the building. We do not have many horse parts, so there was not much we could do.

Seriously though, the actual method of casting is to the best of our abilty a fast and accurate process. A script is broken down, a budget is applied to the breakdown, a casting meeting is held with the producer and the director of the show, the choices of actors are made, the availabilities ascertained, the offer made to the agent, the deal is set, the contracts are drawn, and we are ready for the next show. Probably one of the most interesting phases of casting is the ever increasing search for new talent. In my opinion, Mr. Hubbell Robinson deserves a great deal of credit for his planned thinking in this respect. Being Vice-President in charge of the CBS-TV Program Department, he is a pretty busy gentleman, but nevertheless he always finds time to discuss and think about new talent. CBS approoaches this problem in three ways:

1. Auditions
2. Artist's Representatives
3. Field trips

We hold auditions twice a week; on Tuesday — Variety auditions, and on Thursday—Dramatic auditions. These are open to any and all artists who wish to appear on CBS Television. The appointments are secured by interview, letter, or phone. Appointments are given for specific times and we generally are booked some time in advance. For the dramatic audition an individual must furnish his own material. This is necessary because we want the performer to do whatever he likes and feels he is best in. It would be impossible for us to have on hand sufficient material to cover this wide range. We are always glad to suggest material if a performer is doubtful about what to do. The actor prepares his own scene, memorizing the lines, and presents it at the appointed time. The audition board consists of two or more Casting Directors who are qualified to determine the value of a performer. A written report is made and the actor is notified whether or not he has passed the audition.

The Variety audition is run in a similar manner, with the one exception that we furnish a piano and accompanist if the artist desires.

All of the members of the Casting Department attend as many of the forms of entertainment as frequently as they can. Field trips are made and every possible avenue of new talent is looked into. These field trips are not limited to the state of New York, but extend as far as necessary.

It is interesting to note that the CBS Casting Department goes beyond the call of duty in that we suggest performers for night clubs, legitimate stage, and other allied media. For this the network gets no monetary gain; however, we gain in another direction. We have the good will of the actor and we enable the actor to gain more experience and become more proficient in his chosen field.

Contrary to many opinions, Casting Departments are anxious and ready to help actors. They do not wish to cut an actor's salary, nor do they wish to cut his billing. They only wish to get the best possible show on the air within the limitations imposed upon them by the nature and budget of the show.

SAMMY KAYE

RADIO: Cameo Serenade Room — ABC
Sunday Serenade — MBS

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel

607 Fifth Avenue New York City PLaza 3-2636

RTNDA Gains Stature As Radio-TV Organization

By JAMES A. BYRON
President
Radio-Television News Directors Association

IT no longer is news to the broadcasting industry that news has become firmly established as a primary rather than supplementary factor in station programming. Polls of the past year have rather clearly indicated that radio stations with good news programming were the first to emerge from those television-inspired doldrums that settled over some areas. And television stations are beginning to learn that there is no more readily marketable commodity than intelligently presented news programs handled by competent newsmen.

The Radio-Television News Directors Association is not inclined to take undue credit for this most satisfactory turn of events. Its officers and members know full well that there still remains room for considerable improvement. But RTNDA does feel its aims now have become the industry's goal to a remarkable degree, and that the association's opportunity for service both to news departments and station management never was greater.

During 1953 RTNDA sponsored jointly with the Medill School of Journalism, Northwestern University, Evanston, Illinois, a television news seminar whose praises still are being sung by those who attended. Faculty members were drawn from the top bracket of television newsmen who provided a wealth of visual and oral material on "how to do it." A great part of the seminar's value lay in the fact that the problems of the "beginners" were placed foremost, and that the entire program was arranged in full awareness of the fact that there are more small- and medium-size stations than large ones.

The jointly-sponsored seminars are to be continued annually under the direction of Prof. Baskett Mosse of Medill.

Other services to newsmen and management in the broadcasting field are being expanded as RTNDA itself expands. Five regional vice-presidents provide "field" representation for the organization and they, together with RTNDA's other officers and board members, frequently are called on for talks to journalism students, regional and state radio and television news organizations and civic bodies.

The continuing work of RTNDA's Freedom of Information Committee has received recognition not only within the industry itself but within similar committees set up by other news media as well. The right of the radio and television newsman to carry the tools of his trade into many places is still being resisted by some. But the determination of the organization to see to it that radio and television news people receive equal access to the news now has been fully established and more bans are lifted every year. These benefits accrue to all radio and television newsmen and women whether members of RTNDA or not.

Membership in RTNDA provides radio and television news directors with correspondents and reporters all over the country. The association has stressed since its beginning the value of interstation cooperation in news.

The 1954 convention of the association will be held at Chicago in line with RTNDA's ever-present desire to meet in the city most readily accessible to most members. Under a recommendation adopted by the 1953 convention the association's annual meetings henceforth will be held at Chicago in alternate years.

Since its organization in October of 1946, RTNDA has had as its first objective the establishing of all possible methods of help to its members and their stations in presenting radio and television news accurately, fully and interestingly. This and other objectives of the association have the endorsement and full support of many of the leading managers and owners of radio and television stations, and of other organizations which concern themselves with the progress and general well-being of the broadcasting industry as a whole.

AWARDS???

I LOVE LUCY
MAKE ROOM FOR DADDY
EVE ARDEN
VIVIAN VANCE

(Academy of Television Arts & Sciences — 1953)

The same superior quality and excellence of production that helped to earn these awards are now available for the filming of commercial subjects.

Desilu Productions, Inc.

846 No. Cahuenga Blvd.
Hollywood 38, California

U. N. Radio Does World-Wide Job of Serving Listeners

By DOROTHY LEWIS
Coordinator
U. S. Relations, United Nations Radio

"PERHAPS the most important factor in diplomacy is that mass public opinion is a living force in international affairs. News reaches us from all corners of the globe almost as quickly as if we had been eye-witnesses. We are parties to an action practically at the very moment it is undertaken. It is the expression of a democratic mass civilization that is still in its infancy, giving to the man in the street and to group reactions a new significance in foreign policy."

These comments made by United Nations' new Secretary General, Mr. Dag Hammarskjold, during his address before the Foreign Policy Association on October 21, 1953, indicate his awareness of media's role and particularly that of radio and television as instantaneous means of intelligence transmission. This new factor of public opinion and government action inspires increasing responsibility on the international staff of the United Nations. Moreover, each year that horizons of the United Nations and its specialized agencies are extended, thus requiring greater skills in accurate interpretation. The year 1953 saw the cessation of hostilities in Korea. United Nations Radio watched and reported on this day-to-day drama with circuits from Korea, from Paris and many U. N. Information Centers around the world. These furnished the daily recorded news interviews and proceedings for inclusion in all daily U. N. Radio broadcasts in 25 languages, to member states.

Of special note were two documentary programs aired over ABC entitled "The Korea Story." Narrated by Dick Powell and Helen Hayes, these broadcasts gave the political history, as well as an account of Korean Reconstruction. During the summer, U. N. Radio produced another series of six documentaries called "We Saw Tomorrow," aired over NBC, based on recordings made in eight Latin American countries on a 25,000 mile tour by a U. N. information team.

In cooperation with NARTB and the U. S. Committee, U. N. Day, October 24, was celebrated with special radio and television programs. Of particular note was a transcribed documentary 'The Grand Alliance," narrated by Joseph Cotten, which was released to 2,800 U. S. stations, and a spectacular television tour of United Nations Headquarters entitled "U. N. Open House," produced by CBS jointly with the U. N. Department of Public Information, carried coast to coast, giving to millions a glimpse of the setting for the sixty government operation.

Human Rights Day, December 10, was highlighted by a documentary program entitled "Letter from Father," narrated by Sir Laurence Olivier, produced by U. N. Radio and UNESCO in cooperation with the American Broadcasting Company and heard during the week over 600 independent stations.

A survey of 2,300 U. S. stations yielded a 29 per cent return from 48 states and Alaska and Hawaii. An average of 1,000 U. S. stations carried the regular prize-winning network programs: MBS—"U. N. Today"; CBS—"U. N. On The Record" and transcribed series "U. N. Story." As a result of the survey, 100 more subscribing stations were added. In addition, 360 more stations requested the "Weekly News Summary" for their news directors and 283 women broadcasters' names were added to the 3,500 subscribers for the monthly "U. N. News for Women Broadcasters." U. N. Radio will add another service in 1954 in the form of regular news releases to radio editors of local newspapers coast to coast.

U. N. television coverage reached an all time high during the special session of the Seventh General Assembly. CBS carried a daily half hour coverage of the entire Eighth General Assembly sessions. Climaxing this operation was the full TV and AM network coverage of President Eisenhower's address on December 8, kines and circuits of which were sent around the world.

ROBERT ALDA

STARRING

IN

"SECRET FILE U. S. A."

FOR TV

Italian-American Market Wields Weighty Influence

By RALPH N. WEIL
Exec. Vice-President
WOV

THE growing Italian influence on the overall American market has caused some advertisers to re-examine the potentialities of the Italian-American consumer group . . . popularly known as "The Italian Market." Springboarding into the "trend" subject from Webster's definition we find it reads: "TO HAVE or (TO) TAKE a particular direction." Applying this to the current market picture it becomes clear that:

(a) Within the past few years the entire American market has TAKEN a new direction. The Italian Influence is evident in everything from a girl's hair-cut to the latest designs in automobiles.

(b) For as long as Italian-Americans have comprised an entity they HAVE followed Italian inspiration. The Italian mode, to quote Webster further, is the group's "Underlying or prevailing tendency or inclination." Economically sound, this large group (over 2,000,000 persons of Italian extraction in the New York area alone) is spending more money every year.

KNOW-WHAT is as important as KNOW-HOW. Since WOV is frequently in the position of having a waiting-list of potential advertisers, (and the station carries 10½ hours of Italian broadcasting daily) obviously many advertisers are very knowing about the rich prospects of the Italian Market. A newcomer to the subject, however, is in for a lot of surprises. For the sake of discussion we'll start with his impression of "Italian-Americans and the food they eat." Mr. Advertising Newcomer thinks that Italian-Americans subsist on spaghetti, pizza pie and wine. Well they certainly do like these things but: spaghetti and pizza pie are pretty apt to be side dishes in a fairly costly and varied menu. Wine in an Italian-American home means an assortment of wines. Beer? Most definitely, Mr. Newcomer. The traditional beverage accompaniment for the honored pizza pie, both in Italy and with Italian-Americans is beer! Naturally it follows that the advertiser who wants his beer sitting alongside a pizza must beam his advertising specifically to the Italian Market.

Like the general consumer, Mr. Advertising Newcomer thinks that the coffee machinettas popping up in sleek gift shops were invented yesterday. But for the Italian-American housewife, after dinner espresso is part of her heritage. When one machinetta wears out, she'll buy her next one from a specialty shop which has carried them for years, and which has directed its advertising to her ears season after season. If the sleek gift shop wants to compete for her trade —and she's most definitely a good prospect—it will have to get her attention through the Italian-language medium.

Having informed Mr. Advertising Newcomer that the Italian Market is not rigid in its tastes, we have one more misconception to clear up. Seems he's several generations out of date on his idea of its economic status. This is a stable middle-class and upper-middle-class economic group with money to spend. Italian language radio successfully sells them such high-cost items as automobiles. (The Willys dealers marvelled at the actual sales resulting from their WOV broadcasting). Italian-Americans do not confine their big vacation expenditures to trips abroad. Some of them will want to holiday in California perhaps but their choice of an air line will be the one they've heard an Italian language announcer advocate. He speaks their language, therefore if he plugs Airline X, that's the airline for them.

Everybody might like a summer cottage. Few people actually *need* one and they do cost money. Yet thousands have been sold in the past few years via Italian language radio because the continuous sales story has taken hold of the imaginations of Italian-Americans. They have the money to spend and they spend it when the sales story is told them in the language they listen to by choice.

ROY ROGERS

"King of the Cowboys"

AND TRIGGER

Radio—NBC Coast-to-Coast
Sponsored by your
Dodge-Plymouth Dealer

Television—NBC Coast-to-Coast
Sponsored by Post Cereals
A Division of General Foods

RCA Victor Recording Artists

Exclusive Management
ART RUSH, INC.

Public Relations
A. L. RACKIN

Commercial Tie-Ups
ROY ROGERS ENTERPRISES

1418 North Highland Avenue — Hollywood — California

Local Radio Reported "Healthier Than Ever"

By PIERRE WEIS
General Manager
World Broadcasting System, Inc.

"MORE than 1,000 Radio Stations now subscribe to World." This announcement was made by the World Broadcasting System at the end of 1953. Radio's health and radio's success are reflected in this new record, as well as in a tremendous increase in local sales reported by World affiliate stations during the past year.

In spite of the competition of television, radio has continued to grow and it is estimated that the total radio revenue for 1953 will have reached a new high and be in the neighborhood of 490 million dollars. When analyzing these figures, it is most interesting to note that the greatest increase was made by the local radio stations in their billings to local and regional advertisers. Ingenuity in programming and aggressive sales efforts at the local level not only offset the reduction in so-called national business but also enabled the stations to show a substantial increase in their billings, in scores of cases to new record highs.

Gone are the days, however, when radio station salesmen were merely selling time. To be successful today, a salesman must be equipped with ideas, have the proper tools to enable him to attract a local sponsor; he must have a definite plan which has been tested and at the same time be able to back the on-the-air campaign with the proper merchandising and promotion which will insure its success. With this in mind, in 1953 World furnished its affiliate stations with a great number of diversified new features, and station managers continuously report that with the help of our sales features their business is steadily increasing and they have been able to secure a host of new sponsors who, up to this time, had not been using radio.

The function of a transcription service has completely changed in the past few years. No longer does it supply only new music accompanied by script shows. A successful transcription service today must be a constant well of new ideas designed to help the sales department as well as the program department—to open up wide new areas of business from new advertisers and expanded schedules from veteran radio users.

A typical example — World's new telephone quiz show, "YOU WIN!" was released in mid-year, and by the end of the summer over 3 million dollars in local business was reported by World affiliate stations selling this show. Stations reported selling the program to individual sponsors, but in many instances they expanded the earnings potential by offering it on a participating basis either 30 minutes or one hour a day on a 52 week schedule. "YOU WIN!" brought as many as 30 participating advertisers to many World stations, which reported a waiting list of dozens more anxious to get on this show's return through sales to spot advertisers at premium rates ranging upwards of 25 per cent above the station's one-time spot announcement rate, and the net figures reported ranged from $3,000 to more than $10,000 in a 52-week period.

The need for aggressive selling on the part of radio stations in 1954 will be greater than ever. World affiliates will be ready to meet this challenge. We have allocated the largest budget in the history of our Company for the release of new features of unusual appeal and entertainment and selling value designed to produce sales returns far surpassing anything that has ever been attempted before.

The business is there — it is up to us to build sales tools to help the local radio station get it.

World's next premiere feature, soon to be announced, will be another step forward and will top by far anything that has ever been done in the transcription field. The magnitude of this new project is definite proof of the confidence that this Company has in the future of local radio.

Yes! Local Radio Is Healthier Than Ever.

RALPH PAUL

"STRIKE IT RICH"
CBS-TV

"SOUND STAGE"
NBC-TV

Canadian Broadcasting Corp. Activities in 1953

By DAVIDSON DUNTON
Chairman, Board of Governors
Canadian Broadcasting Corporation

THE tempo of the past year's broadcasting activities has produced considerable advances in both Canadian sound broadcasting and the development of television. Naturally, the greater impetus was evident in the latter field, but this did not detract from improvements in Canadian radio. During 1953 several new repeater stations were added to CBC radio networks in the continuing effort to complete radio coverage in all remote parts of Canada. These repeater stations now number thirty-five. More independent private stations joined CBC networks during the year as well, bringing to 94 the total of private stations now receiving CBC network program service.

CBC radio schedules in 1953 continued to offer the same quantity and variety of program fare as in the past. Among the special program highlights was CBC participation in radio coverage of the Coronation in June. The interest of sponsors in Canadian radio programs saw very little change, despite the advent of TV.

In the International Service, the CBC's shortwave service, expansion continued with the addition of two more language transmissions — Ukrainian and Polish— bringing to 16 the number of different languages in which I. S. presently transmits. The International Service is now reaching 30 countries around the globe.

While Canada's domestic and shortwave facilities continued to grow steadily throughout the past year, the most dramatic expansion was recognized in Canadian television. By January, 1953, four months after the CBC's first Canadian television stations opened in Toronto and Montreal, the program schedule had grown from 18 to 30 hours a week. In January also live shows from American networks joined the Canadian schedule for the first time with the completion of the microwave relay link between Buffalo and Toronto. By the end of May the microwave facilities between Toronto, Ottawa and Montreal were ready for service and in June the first Canadian TV network connecting these points became a reality. This brought a new CBC station, CBOT in Ottawa, into operation on Coronation Day. Thus, in less than a year, Canadians had built three television stations (two of them major production centres) to carry Canadian TV to one-third of Canada's population.

This year has also seen the commencement of work on CBC stations in Vancouver, Winnipeg and Halifax, and a second transmitter (for telecasts in English) in Montreal. The Vancouver station, CBUT, is expected on the air by the middle of December. Fourteen privately-owned stations have also been authorized in the past twelve months, in Sydney, N. S., St. John, N. B., Rimouski and Quebec City, P. Q., Kingston, Hamilton, London, Kitchener, Windsor and Sudbury in Ontario, Regina and Saskatoon, Sask., and Calgary and Edmonton in Alberta. Two of these, CKSO-TV, Sudbury and CFPL-TV, London have commenced operations within the past two months.

The seven CBC and fourteen privately-owned television stations now authorized will, upon completion of construction, bring Canadian television within range of 75 per cent of Canada's poulation within the next two years. Until the microwave relay reaches from coast to coast in Canada—it is expected to reach Windsor, Ontario on the west and Quebec City on the east sometime in 1956—all Canadian television stations beyond the present network will receive about 10½ hours of kinescoped CBC programs each week. All Canadian TV stations are required to serve as outlets of the national television service in addition to producing their own programs.

It is reasonably safe to assume that the pace established in television in the past year will continue to be more than matched by public interest in the medium in the year ahead. In fact, we look to a decided increase in the tempo of CBC sound and television activities for some time to come.

HELEN *(Barbara Welles)* HALL

Impact of Compatible Color

By BRIG. GENERAL DAVID SARNOFF

(*Continued from Page 47*)

there are 120 UHF stations in operation, included in the total of more than 350 TV stations now on the air.

Radio broadcasting in 1954 moves into its 34th year and during that period has become intimately integrated with American life. Naturally, over such a long period, any service undergoes fundamental changes to keep pace with the times, and in the case of radio it has confronted television as a new competitive service.

Nevertheless, radio has continuing economic opportunities for it performs where television and other media of communication and information do not reach. Today there are more than 45 million radio families in the United States. There are 26 million automobile radios, and many millions of portable sets. In 1953 alone, 13 million radio sets, including nearly 5 million auto radios, were produced.

Since the end of World War II, great advances have been made in the military application of communications, radar, missile control, airborne television and many other phases of electronics which fit into the modern ramparts of our Nation's security. Our objective is not only to produce electronic weapons and instruments, but through research and engineering to keep the United States at the forefront of science in its relationship to military electronics.

A new era of "Electronic Photography" was ushered in during 1953 when on December 1, RCA demonstrated magnetic tape recordings of both black-and-white and color television. This is a development of great significance to the motion picture world as well as television.

Eventually magnetic tape recording of video signals should make it possible for television set owners to make their own recordings of television pictures in the home. Then they can be "performed" over and over through the television receiver just as a phonograph record is played at will. Many more new uses will undoubtedly be developed as means are found for the packaging of magnetic tape in low cost cartridges.

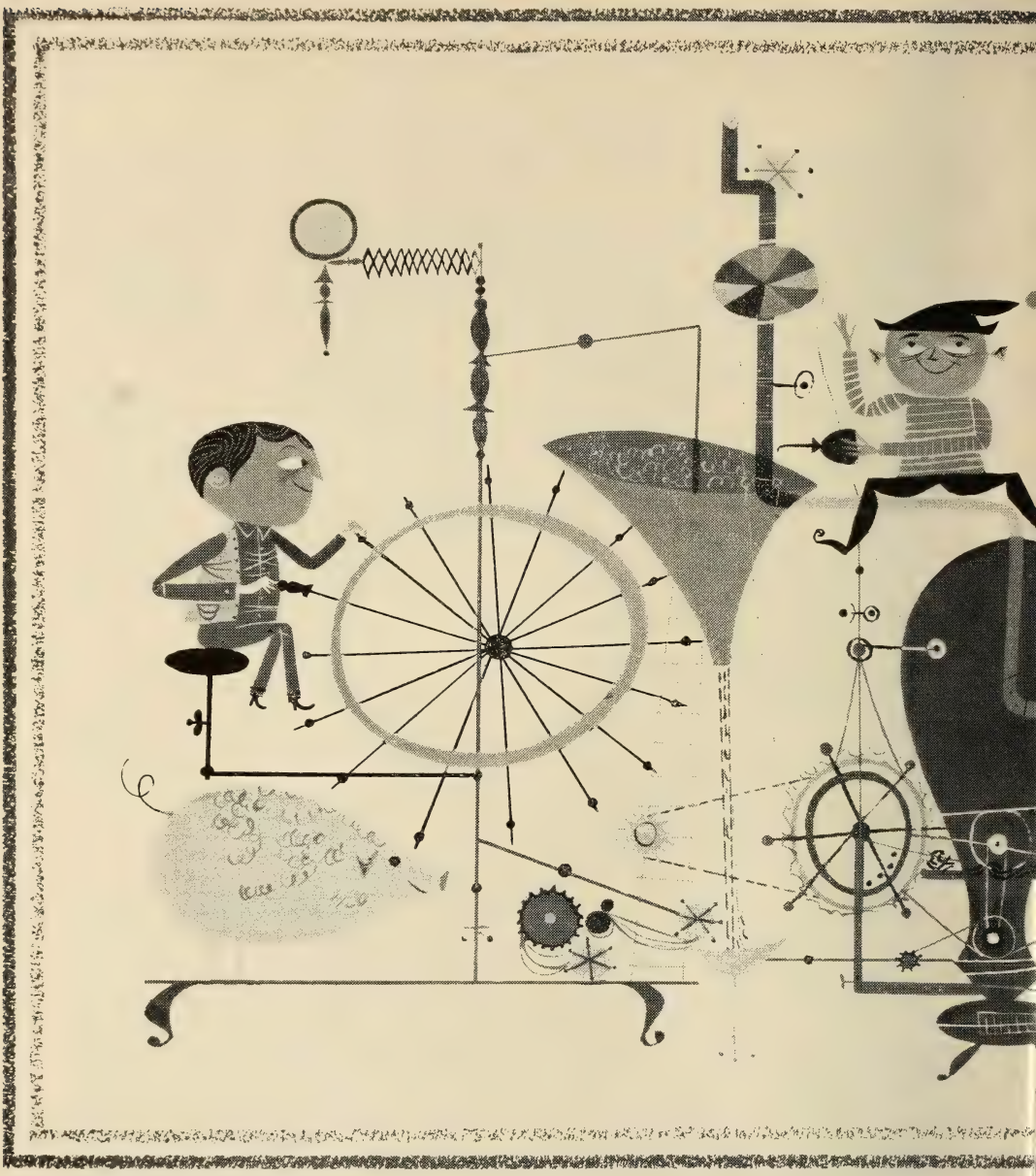
Transistors, introduced only 5 years ago, already have proved their worth in many varied applications. Because of their small size and low current demands they will make possible smaller electronic computers as well as more compact radio and television receivers. The transistor is finding increased use in equipment for the Armed Forces especially where size, weight and battery consumption are vital factors.

Electronics, the advent of which began with discovery of the electron in 1897, has progressively expanded into four great fields—(1) Communications; (2) Radio Broadcasting; (3) Radar and other military applications; (4) Television. Each of these has signified new and expanded services for some segment of our national life, and from each have stemmed discoveries and inventions which have motivated each succeeding era.

The year 1953 brought into focus the electronic developments which augur expansion into a new or fifth great area—electronization of industry. Electronics, by performing tasks that relieve human drudgery and make the most efficient use of man's productive efforts, promises to make manufacturing plants far more automatic than ever before.

Major developments such as rapid freezing have provided food of improved quality at lower year-round cost. Now the technique of sterilization of these foods with high-voltage electrons offers the possibility of increasing benefits such as reduction of waste through spoilage and less expensive packaging. Tests reveal that this influence of electronic sterilization may first be felt in the preservation of grain. Annually throughout the world a substantial percentage of the grain harvested is lost through the ravages of insects, bacteria and other organisms. Electronic sterilization, therefore, is expected to reduce such infestation.

RCA now enters its 35th year dedicated, as in the beginning, to pioneering and steadfast in purpose to give America preeminence in communications. Pioneering, vision and scientific research are vital factors in long-range planning. The opportunities ahead for business and industry, for employment, for new and useful services to the public are truly great. We will continue our efforts to do our part to advance and to merit the faith and confidence the American people have in "RCA" as an emblem of quality, dependability and progress.

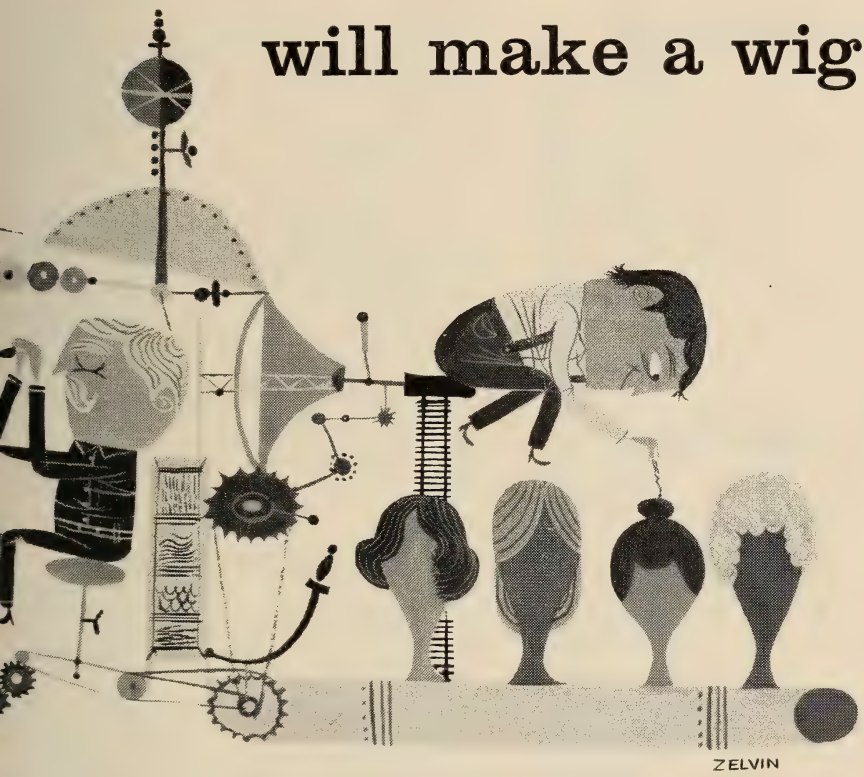


Frankly, we don't know, but it takes a great many. And a great many of anything – whether they be hairs or homes – are valuable. That is why an advertising franchise on ABC Radio is growing increasingly valuable. Today, ABC's morning schedule delivers more homes than a year ago . . . more than two years ago . . . and no other network can make that statement. *(Nielsen)*

Not only are more homes listening to ABC's morning programs,

Barber, barber, shave a pig

how many hairs will make a wig?



but they are *better* homes. Better for the advertiser because there is a larger proportion of young-housewife homes, and of large-family homes in the ABC audience than that of any other network. *(Nielsen)* These homes use bigger market baskets.

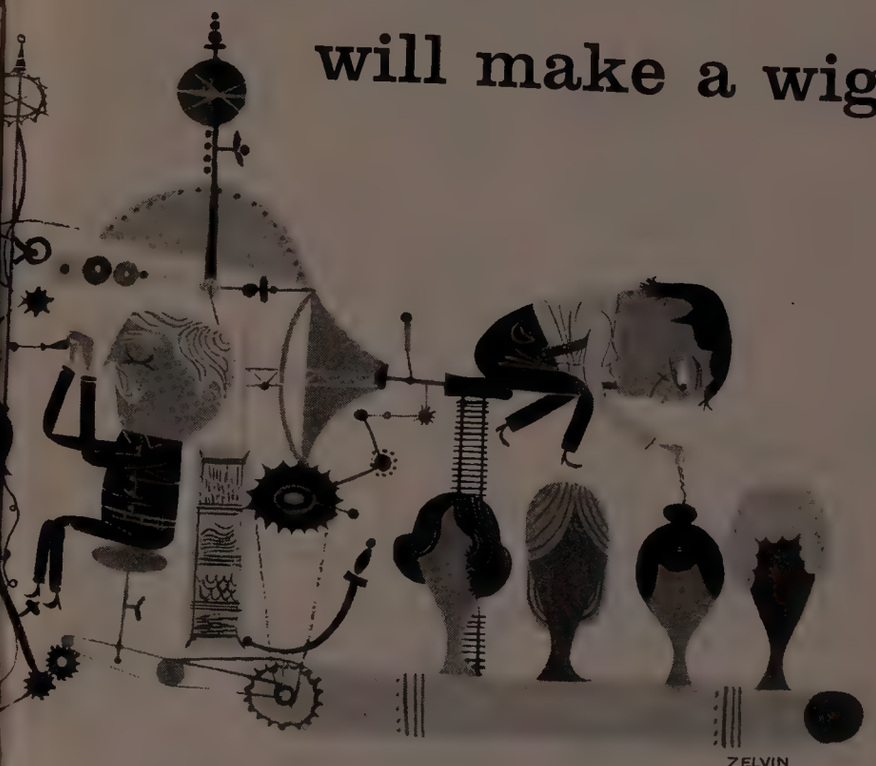
If you want to fill *your* basket with audience bacon . . . if you want to shave costs-per-thousand instead of pigs . . . ABC Radio is *your* advertising razor.*

ABC Radio Network

**and you can invest the savings (if you wish) in the prettiest peruke this side of Pocatello.*

Barber, barber, shave a pig

how many hairs will make a wig?



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ABC Radio Network

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Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

WABC	SUsquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CIrcle	6-3900
WINS	BRyant	9-6000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	CIrcle	6-2200
WMGM	MUrray Hill	8-1000
WNBC	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WQXR	LAkawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-1460
WHLI-FM	OLympia	8-1100
WMGM-FM	MUrray Hill	8-1000
WNBC-FM	CIrcle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABC-TV	SUsquehanna	7-5000
WABD	MUrray Hill	8-2600
WATV	BArclay	7-3260
WCBS-TV	PLaza	1-2345
WNBT	CIrcle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	CIrcle	7-8300

Station Representatives

ABC Spot Sales	SUsquehanna	7-5000
Avery-Knodel, Inc.	JUdson	6-5536
Hil F. Best	LExington	2-3763
John Blair & Co.	MUrray Hill	2-6900
Blair-TV, Inc.	MUrray Hill	2-5644
Guy Bolam	MUrray Hill	2-0810
The Bolling Co., Inc.	PLaza	[illegible]-8150
The Branham Co.	MUrray Hill	[illegible]-1860
Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	5-2000
CBS TV Spot Sales	PLaza	5-2000
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co., Inc.	MUrray Hill	3-4266
Clark-Wandless-Mann, Inc.	MUrray Hill	4-1910
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MUrray Hill	2-7270
Devney & Co.	MUrray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	PLaza	5-8501
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	CIrcle	7-0624
H-R Representatives, Inc.	MUrray Hill	9-2606
Headley-Reed Co.	MUrray Hill	5-8701
George P. Hollingbery Co.	BRyant	9-3960
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MUrray Hill	2-8755
Robert Meeker Associates, Inc.	MUrray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	CIrcle	7-8300
Pan American Bcstg. Co.	MUrray Hill	2-0810
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	ELdorado	5-3197
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Radio Representatives	MUrray Hill	8-4340
William G. Rambeau Co.	MUrray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
The O. L. Taylor Co.	MUrray Hill	8-1088
The Walker Representation Co., Inc.	MUrray Hill	3-5830
Weed & Co.	MUrray Hill	7-7772
Adam J. Young, Jr., Inc.	MUrray Hill	9-0006

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill	8-5800
N. W. Ayer & Son, Inc.	CIrcle	6-0200
Badger & Browning & Hersey, Inc.	CIrcle	7-3719
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MUrray Hill	8-1100
The Biow Co., Inc.	PLaza	9-1717
Franklin Bruck Advertising Corp.	CIrcle	7-7660
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MUrray Hill	8-3190
Cecil & Presbrey, Inc.	MUrray Hill	8-1234
Compton Advertising, Inc.	CIrcle	6-2800
Cunningham & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COlumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc.	CIrcle	6-1400
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	OXford	7-1600
Federal Advertising Agency, Inc.	MUrray Hill	8-4200
Foote, Cone & Belding	MUrray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grey Adv. Agency, Inc.	OXford	5-2000
Hirshon-Garfield, Inc.	MUrray Hill	8-8900
Charles W. Hoyt Co., Inc.	MUrray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MUrray Hill	8-1223
Kenyon & Eckhardt, Inc.	MUrray Hill	8-5700
Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	MUrray Hill	8-6700
Al Paul Lefton Co., Inc.	VAnderbilt	6-4340
Lennen & Newell, Inc.	MUrray Hill	2-5400
Marfree Adv. Corp.	LOngacre	4-7190

Marschalk & Pratt Co. VAnderbilt 6-2022
J. M. Mathes, Inc. LExington 2-7450
McCann-Erickson, Inc. JUdson 6-3400
Emil Mogul Co., Inc. JUdson 2-5200
Morey, Humm & Johnstone, Inc. LOngacre 4-2240
Morse International, Inc. OXford 7-2100
George R. Nelson CIrcle 5-5430
Peck Adv. Agency, Inc. PLaza 3-0900
Pedlar & Ryan, Inc. PLaza 5-1500
Fletcher D Richards, Inc JUdson 6-5400
Ruthrauff & Ryan, Inc. MUrray Hill 6-6400
Sherman & Marquette, Inc. PLaza 7-6400
Street & Finney, Inc. WAtkins 4-8510
Sullivan, Stauffer, Colwell & Bayles ORegon 9-2500
J. D. Tarcher & Co., Inc. CIrcle 6-2626
J. Walter Thompson Co. MUrray Hill 3-2000
J. Franklyn Viola CHickering 4-3254
Warwick & Legler, Inc. MUrray Hill 4-5800
William H. Weintraub & Co., Inc. PLaza 1-0900
Weiss & Geller, Inc. PLaza 3-4070
Ward Wheelock Co. PLaza 3-7120
Young & Rubicam, Inc. MUrray Hill 9-5000

Publications

Advertising Age MUrray Hill 6-8180
Advertising & Selling LOngacre 5-3320
Billboard, The PLaza 7-2800
Broadcasting PLaza 5-8354
Editor & Publisher BRyant 9-3052
Film Daily BRyant 9-7117
Printers' Ink MUrray Hill 3-6500

RADIO-TV DAILY . . . WIsconsin 7-6336

Radio & Television Weekly WAlker 5-2576
Sales Management LExington 2-1760
Sponsor MUrray Hill 8-2772
Standard Rate & Data Service MUrray Hill 9-6620
Television Magazine PLaza 3-3671
Tide MUrray Hill 3-7700
Variety JUdson 2-2700

News Associations

Associated Press PLaza 7-1111
International News Service MUrray Hill 7-8800
Press Association, Inc. PLaza 7-1111
Reuters BRyant 9-8558
United Press Associations MUrray Hill 2-0400

Talent Agencies

Affiliated Artists PLaza 3-1862
Columbia Artists Management, Inc. CIrcle 7-6900
Consolidated Radio Artists, Inc. COlumbus 5-3580
Frank Cooper Associates VAnderbilt 6-5661
Fanchon & Marco, Inc. CHickering 4-3956
Gale, Inc. PLaza 7-7100
William McCaffrey Agency ELdorado 5-1076
Management Corp. of America PLaza 9-7500
Music Corp. of America PLaza 9-7500
Marjorie Morrow CHickering 4-0644
William Morris Agency, Inc. JUdson 6-5100
National Concert & Artists Corp. PLaza 9-6000
Robbins Bros. MUrray Hill 7-2033
Shaw Artists Corp. MUrray Hill 8-2230

Organizations, Unions and Government Agencies

Actors' Equity PLaza 7-7660
Advertising Federation of America BRyant 9-0430
AAAA LExington 2-7980
American Communications Assn. COrtland 7-1374
American Federation of Musicians PLaza 8-0600
AFRA VAnderbilt 6-1810
ASCAP MUrray Hill 8-8800
AMPA JUdson 2-1790
Broadcast Music, Inc. PLaza 7-1800
Federal Communications Comm. WAtkins 4-1000
Federal Trade Commission WHitehall 3-8000
Institute of Radio Engineers REgent 7-9600
Music Publishers' Protective Association CIrcle 6-3084
NAPA CIrcle 7-8194
Professional Music Men, Inc. COlumbus 5-7362
Radio Writers' Guild GRamercy 7-9190
SESAC, Inc. MUrray Hill 5-5365
Song Writers' Protective Assn. CIrcle 6-2536
Station Representatives Assn. MUrray Hill 5-4141

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service CIrcle 5-6873
Affiliated Program Service, Inc. Murray Hill 7-1881
Air Features MUrray Hill 9-5900
Alton Alexander Productions LOrraine 8-3100
American Institute Food Products JUdson 6-7600
Apex Recording Studios, Inc. PLaza 7-7067
Associated Program Service PLaza 7-7710
Audio-Video Recording Co. PLaza 7-3091
Barry & Enright Productions, Inc. TEmpleton 2-8600
Basch Radio & TV Productions MUrray Hill 2-8877
V. S. Becker Advtg. Service JUdson 2-1040
Ford Bond Radio Productions, Inc. CIrcle 7-2236
The Bruce Chapman Co. WIsconsin 7-9244
Cineffects, Inc. CIrcle 6-0951
Coastal Recording Co. CIrcle 6-3900
Columbia Transcriptions TEmpleton 8-2082
Louis G. Cowan, Inc. PLaza 9-3700
Frederic Damrau, M.D. PLaza 5-3638
Gordon M. Day Productions Oregon 9-3595
Decca Records, Inc. COlumbus 5-2300
Roy DeGroot, Consultants, Inc. MUrray Hill 7-6865
Empire Broadcasting Corp. PLaza 9-4500
Allen A. Funt Radio Productions JUdson 6-5227
Gale, Inc. PLaza 7-7100
General Artists Corp. CIrcle 7-7543
John E. Gibbs & Co. PLaza 7-5959
Harry S. Goodman Radio Productions PLaza 5-6131
Laurence Hammond Productions, Inc. PLaza 9-2210
Arthur Henley Productions ILlinois 9-6729
Hummert Radio Features MUrray Hill 9-5900
International 16mm Corp. PLaza 7-2265
Roger Kay Enterprises PLaza 3-0549
Keystone Broadcasting System, Inc. PLaza 7-1460
Lang-Worth Feature Programs, Inc. JUdson 6-5700
Bob Loewi Productions, Inc. PLaza 5-0958
Phillips H. Lord, Inc. PLaza 5-2211
Charles Michelson, Inc. PLaza 7-0695
William Morris Agency, Inc. JUdson 6-5100
Motion Picture Stages, Inc. PLaza 3-4840
Music Corp. of America PLaza 9-7500
Muzak Corp. PLaza 7-7700
NBC Radio Recording Div. CIrcle 7-8300
National Concert & Artists Corp. PLaza 9-6000
Nelson Productions, Inc. MUrray Hill 6-5862
Press Association, Inc. PLaza 7-1111
Prockter Productions, Inc. JUdson 6-4830
Radio Artists Corp. MUrray Hill 8-0940
Radio Features of America JUdson 2-5130
Reemack Enterprises, Inc. MUrray Hill 7-7979
Reeves Sound Studios, Inc. ORegon 9-3550
Rockhill Radio PLaza 9-7979
Bernard L. Schubert, Inc. MUrray Hill 8-0940
SESAC, Inc. MUrray Hill 5-5365
K. R. Smith JUdson 2-3791
Henry Souvaine, Inc. CIrcle 7-5666
Richard Stark & Co. CIrcle 6-7337
Television Screen Productions, Inc. PLaza 5-0808
Transcribed-Radio Shows JUdson 2-3530
Transfilm, Inc. JUdson 2-1400
United Press Associations MUrray Hill 2-0400
Thomas J. Valentino, Inc. CIrcle 6-4675
Chick Vincent Co. ELdorado 5-0734
Von Baumann Studio RHinelander 4-5508
Roger White Productions PLaza 5-3560
Wolf Associates, Inc. PLaza 5-7620
World Broadcasting System, Inc. MUrray Hill 8-4700
Wright, Wynn Associates PLaza 3-4417
Frederick W Ziv Co., Inc. MUrray Hill 8-4700

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAstgate	7-6860
WEAW	AMbassador	2-1128
WEDC	ROckwell	2-9461
WENR	ANdover	3-0800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOnroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOnroe	6-9060

FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WFMT	NEvada	2-2240
WXRT	MOnroe	6-9060

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-0800
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	CEntral	6-4230
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-0870
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc.	SUperior	7-6746
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olian Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FInancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	FInancial	6-4474
Herbert S. Laufman	WHitehall	4-2370

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

Les Leer Productions Corp.....FRanklin 2-7840
Monogram — Chicago.....ANdover 8-7169
Morton Radio Productions, Inc.....CEntral 6-4144
Music Corp. of America.....DElaware 7-1100
NBC Radio Recording Division.....SUperior 7-8300
RCA Manufacturing Co.....WHitehall 4-4600
Standard Radio Trans. Service, Inc.....CEntral 6-0041
Hal Tate Radio Productions.....FInancial 6-5450
Frederic W. Ziv Co.....RAndolph 6-9318

News Agencies and Ass'ns.

Associated Press .....STate 2-7700
International News Service.....ANdover 3-1234
Press Associates, Inc.....SUperior 7-0907
RADIO-TV DAILY....FRanklin 2-8961
United Press .....RAndolph 6-4172

Radio, Television and Government

TELEPHONE NUMBERS

in WASHINGTON

Federal Departments and Agencies

American National Red Cross.....REpublic 7-8300
Archives, National .....REpublic 7-7500
Capitol, U. S. (Senate, House of Reps.) .....NAtional 8-3120
Census, Bureau of The.....LUdlow 4-3000
Commerce, Department of.....STerling 3-9200
Copyright Office, Library of Congress..STerling 3-0400
Court of Customs and Patent Appeals.National 8-4696
Defense Mobilization, Office of.....EXecutive 3-3300
Executive Mansion (White House)...NAtional 8-1414
Federal Communications Commission.EXecutive 3-3620
Federal Trade Commission.....EXecutive 3-6800
Government Printing Office.....STerling 3-6840
Interior, Department of The.....REpublic 7-1820
Justice, Department of.....REpublic 7-8200
Labor, Department of.....EXecutive 3-2420
National Labor Relations Board.....STerling 3-7373
National Military Establishment:
Air Force, Department of The.....LIberty 5-6700
Army, Department of The.....LIberty 5-6700
Navy, Department of The.....LIberty 5-6700
National Production Authority.....STerling 3-5200
National Research Council.....EXecutive 3-8100
Patent Office .....STerling 3-9200
Post Office Department.....STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....NAtional 8-3120
State, Department of.....REpublic 7-5600
Supreme Court of the United States..EXecutive 3-1640
White House .....NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service..EXecutive 3-0255
National Association of Radio and TV Broadcasters .....DEcatur 2-9300
National Press Club.....REpublic 7-2500
RADIO-TV DAILY....NAtional 8-9152
Radio, Electronics-Television Manufacturers Association .....NAtional 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dic.).....DIstrict 7-1260
Westinghouse Radio Stations.....STerling 3-0903

AM Radio Stations

WARL .....JAckson 7-7800
WEAM .....JAckson 7-7100
WFAX .....JEfferson 2-0900
WGAY .....JUniper 9-1050
WGMS .....EXecutive 3-8676
WINX .....POplar 2-4357
WMAL .....KEllogg 7-1100
WOL .....MEtropolitan 8-0010
WOOK .....REpublic 7-8000
WPIK .....OVerlook 3-3000
WRC .....ADams 4-5400
WTOP .....EMerson 2-9300
WWDC .....STerling 3-3800

FM Radio Stations

WASH-FM .....DIstrict 7-1356
WBUZ .....JOrdan 8-1300
WCFM .....REpublic 7-8688
WGAY-FM .....JUniper 9-1050
WGMS-FM .....EXecutive 3-8676
WMAL-FM .....KEllogg 7-1100
WOOK-FM .....STerling 3-7625
WRC-FM .....ADams 4-5400
WTOP-FM .....EMerson 2-9300

Television Stations

WMAL-TV .....KEllogg 7-1100
WNBW .....ADams 4-5400
WTOP-TV .....EMerson 2-9300
WTTG .....STerling 3-5300

News Services

Associated Press .....DIstrict 7-1500
International News Service .....NAtional 8-1733
United Press .....EXecutive 3-3430

Networks

ABC .....REpublic 7-6013
CBS .....EMerson 2-9300
MBS .....MEtropolitan 8-1551
NBC .....ADams 4-5400

Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALI (Pasadena) ..... RYan 1-7148
KBIG ..... HOllywood 3-3205
KECA ..... HOllywood 2-3141
KFAC ..... WEbster 0-161
KFI ..... DUnkirk 2-2121
KFOX ..... MAdison 2-247
KFVD ..... DUnkirk 8-2345
KFWB ..... HOllywood 3-5151
KGER ..... MAdison 2-551
KGFJ ..... PRospect 9-629
KGIL (Sherman Oaks) ..... STanley 7-3467
KHJ ..... HOllywood 2-2133
KIEV (Glendale) ..... CHapman 5-2388
KLAC ..... HOllywood 2-7311
KMPC ..... HOllywood 9-5341
KNX ..... HOllywood 9-1212
KOWL (Santa Monica) ..... EXbrook 4-6761
KRKD ..... MAdison 2-121
KUSC ..... RIchmond 6-362
KWKW (Pasadena) ..... RYan 1-6744
KXLA (Pasadena) ..... RYan 1-6991

FM Radio Stations

KUTE (Glendale) ..... CItrus 4-1414
KFWB-FM ..... HOllywood 3-5151
KHJ-FM ..... HOllywood 2-2133
KNX-FM ..... HOllywood 9-1212
KFOX (Long Beach) ..... MAdison 2-247
KNOB (Long Beach) ..... Long Beach 8-5519
KECA ..... HOllywood 2-3141
KFAC-FM ..... WEbster 0-161
KNX-FM ..... HOllywood 9-1212
KRXD-FM ..... MAdison 2-121
KUSC ..... RIchmond 6-362
KWKW-FM (Pasadena) ..... RYan 1-6744
KCBH ..... CRestview 1-8124

Television Stations

KECA-TV ..... NOrmandy 3-3311
KHJ-TV ..... HOllywood 2-2133
KLAC-TV ..... HOllywood 2-7311
KNBH ..... HOllywood 9-6161
KNXT ..... HOllywood 9-1212
KPIK-TV ..... HOllywood 3-3205
KTLA ..... HOllywood 9-3181
KTTV ..... HOllywood 2-7111

Networks

American Broadcasting System
(Television Center) ..... NOrmandy 3-3311
American Broadcasting System
(Radio Center) ..... HUdson 2-3141
Columbia Broadcasting System ..... HOllywood 9-1212
CBS-Radio ..... HOllywood 9-1212
CBS Television—Television City ..... WEbster 8-3011
Mutual-Don Lee Broadcasting System ..... HUdson 2-2133
National Broadcasting System ..... HOllywood 9-6161

Station Representatives

American Jewish Broadcasting ..... HOllywood 2-2748
Atkinson Co. ..... DUnkirk 8-8158
Avery-Knodell, Inc. ..... WEbster 3-9583
Walter Biddick Co. ..... RIchmond 6-184
John Blair & Co. ..... HOllywood 7-6103
Blair TV, Inc. ..... HOllywood 7-6103
The Branham Co. ..... WEbster 1-1551
Howard C. Brown Co. ..... HOllywood 2-3223
Burn-Smith Co., Inc. ..... DUnkirk 2-3200
CBS-Radio Spot Sales ..... HOllywood 9-1212
FM Reps., Inc. ..... HOllywood 4-2450
Forjoe & Co. ..... MAdison 6-8329
Free & Peters ..... HOllywood 9-2151
Gene Grant & Co. ..... YOrk 8812
W. S. Grant Co. ..... MAdison 9-2653
Irene Griffith Co. ..... HOllywood 4-3912
Harrington, Righter & Parsons, Inc. ..... WYoming 5151
Headley-Reed Co. ..... HOllywood 4-7738
H-R Representatives, Inc. ..... HOllywood 7-1480
George P. Hollingbery ..... MAdison 6-3633
The Katz Agency ..... TUcker 3219
Keenan, Hunter & Dietrich ..... DUnkirk 2-8458
Joseph Hershey McGilvra, Inc. ..... CRestview 5-2022
Tracy Moore ..... HOllywood 9-5408
NBC-KNBH Spot Sales ..... HOllywood 9-6161
Oakes, Harlan G., Associates ..... DUnkirk 2-3200
Lee F. O'Connell Co. ..... CRestview 5-2022
John Pearson Co. ..... DUnkirk 7-4388
Edward Petry Co. ..... MIchigan 8729
Radio Sales ..... HOllywood 9-1212
Wm. G. Rambeau Co. ..... HOllywood 4-0388
Paul H. Raymer ..... HOllywood 2-2376
Walker Co. ..... DUnkirk 2-3200
Weed & Company ..... HOllywood 4-8611
Young, Adam J., Jr. ..... HOllywood 9-0965

Advertising Agencies

Abbott Kimball Co. of Calif. ..... DUnkirk 7-7305
Ad Associates ..... WEbster 3-7501
Advertisers Production Agency ..... PRospect 7761
Alber, R. H., Co. ..... HOllywood 9-8273
Allied Advertising Agency ..... DUnkirk 7-7331
Altman, Bruce, Adv. Agency ..... BRadshaw 2-5446
Anderson-McConnell Adv. Agency ..... WEbster 1-1761
Arnold, Rupert, Adv. Agency ..... DUnkirk 2-0896
Associated Advertising Agency ..... CRestview 1-7227
Atchison, R. B., Adv. Agency ..... PRospect 1913
Atherton Advertising Agency ..... WEbster 3-8488
Ayer, N. W., & Son, Inc ..... HOllywood 3-4871
Baldwin, Ben, Adv. Agency ..... BRadshaw 2-7126
Ball, Ted H., & Co. ..... HOllywood 9-7127
Benning Co. ..... DUnkirk 8-3456
Barnes Chase Co. ..... DUnkirk 4-1193
Barnes, John, & Assoc. ..... HOllywood 3-9387
Bates, Ted., & Co. ..... HOllywood 9-2161
Batten, Barton, Durstine & Osborn
(Hollywood) ..... HOllywood 9-7337
(Los Angeles) ..... WEbster 1-1234
Beaumont & Hohman, Inc. ..... MAdison 9-2676
Bennett, Harry, Adv. Agency ..... TRinity 2391
Benton & Bowles, Inc. ..... HOllywood 4-9151

Berghoff Associates, Inc. ..... CRestview 5-6151
Biow Co., Inc. ..... HOllywood 3-2377
Bishop & Assoc. Inc. ..... NOrmandy 2-1158
Black, Kobt. J. Adv. ..... BRadshaw 2-4072
Block Advertising Agency ..... HOllywood 2-5668
Bogarts, The ..... HOllywood 3-6871
Bocker-Cooper, Inc. ..... AXminster 6656
Bothwell, W. Earl, Inc. ..... HOllywood 7-6114
Boyd, John R., Co. ..... LOgan 1644
Bozzall & Jacobs, Inc. ..... HOllywood 5-3083
Brand, Michael, Assoc. ..... CRestview 6-2991
Broadcasting Advertising ..... BRadshaw 2-4840
Brooks Advertising Agency ..... TRinity 0558
Brown, Byron H., & Assoc. ..... DUnkirk 7-1226
Buchanan & Co., Inc. ..... CRestview 5-5231
Burnett, Leo, Co., Inc. ..... HOllywood 4-7347
Calkins, Holden, Carlock, McClinton & Smith, Inc. ..... YOrk 5145
Campbell-Ewald Co. ..... RIchmond 6204
Caples Co., The ..... DUnkirk 7-4255
Carson-Roberts Inc. ..... BRadshaw 2-2719
Case, Jack, Adv. Counselor ..... NOrmandy 1-1820
Case, Roger T., Assoc. ..... LOng Beach 7-4474
Castor & Assoc. ..... CRestview 5-2292
Cecil & Presbry, Inc. ..... HOllywood 3-2324
Clark, Darwin H., Co. ..... MAdison 9-1661
Coleman-Packard Adv. ..... OLympia 1104
Collard, Clark, Adv. Agency ..... DUnkirk 3-4688
Columbian Advertising Agency ..... HOllywood 9-7187
Compton Advertising, Inc. ..... HOllywood 9-8107
Consolidated Adv. Directors ..... CRestview 6-4012
Crank Chet, Co. ..... HOllywood 3-5128
Crossley & Jeffries, Inc. ..... CLeveland 7-8271
Culp Earl R., Co. ..... DUnkirk 2-8406
Cunningham & Walsh, Inc. ..... HOllywood 7-6131
Dancer-Fitzgerald-Sample, Inc. ..... HUdson 2-3256
D'Arcy Adv. Co. ..... DUnkirk 8-3462
Davis, Charlie, Advertising ..... AXminster 3-5508
Davis, John G., Adv. ..... TRinity 0354
Davis-Harrison-Simmons, Inc. ..... HOllywood 3-7101
Degner & Assoc. ..... DUnkirk 7-2273
Donald, Dick, Adv. ..... DUnkirk 8-2371
Dozier & Eastman Adv. ..... PRospect 7091
Dunkle, W. Donald, & Assoc. ..... HOllywood 2-6414
Durstine, Roy S., Inc. ..... DUnkirk 8-3411
Ebberts, Dan, Adv. Serv. ..... LOgan 4242
Edwards, Adv. Agency, The ..... BRadshaw 2-5616
Edwards, John I., & Assoc. ..... HUdson 2-3377
Eisenberg, Ralph, Advertising ..... VAndike 0439
Erwin, Wasey, & Co., Ltd. ..... WEbster 1-1211
Ewell & Thurber Assoc. ..... HOllywood 9-4994
Factor, Breyer, Inc., Agency ..... DUnkirk 8-8131
Fennell Adv. Agcy. ..... HOllywood 9-8351
Fishell, Dick & Assoc. ..... CRestview 5-4557
Foote, Cone & Belding (Hollywood) ..... HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) ..... MAdison 9-3611
Forester, Gene, & Assoc. ..... SUnset 2-7228
Free, Newton A., Co., The ..... MUtual 2161
Freiburg, John, & Co. ..... NOrmandy 3-2111
Gardner, H. M., & Assoc. ..... DUnkirk 5-1474
Geissinger, W. B., & Co. ..... WEbster 3-7178
General Advertising Agcy., Inc. ..... HOllywood 3-5128
Gill Clifford Agency ..... CRestview 6-1606
Glasser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... WEbster 3-9369
Gonda, Francis D., Adv. Agency ..... DUnkirk 7-6126
Goodman, Kent ..... HOllywood 5-7168
Grant Advertising, Inc. ..... HOllywood 9-5371
Grant, Will, Adv. Agcy. ..... DUnkirk 7-3361
Greenthal, Monrow, Co., Inc. ..... STanley 7-5953
Gregory, Willard G., & Co. ..... TRinity 0531
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... DUnkirk 2-1393
Heintz & Co., Inc. ..... MIchigan 6061
Hillman, David S., Inc. ..... BRadshaw 2-6586
Hixson & Jorgensen, Inc. ..... DUnkirk 8-3121
Hoel, John D., Adv. Agcy. ..... RYan 1-7131
Houston Adv. Services Co. ..... DUnkirk 9-4171
Huber-Whiteman, Advertising ..... PRospect 8131
Hubley Adv. Agency ..... MAdison 6-0555
Hunter Advertising Agcy. ..... HOllywood 4-4191
Industrial Adv. Assoc. ..... BRadshaw 2-6708
Irwin Co., Inc. ..... BRadshaw 2-5455
Jaffee & Jaffee Adv. Agcy. ..... CRestview 1-6211
Johnson, J. Howard ..... MIchigan 8464
Jordon Co., The ..... DUnkirk 2-2248
Juneau, C. B., Inc. ..... WEbster 3-7131
Kaufmann, Hans E., & Co. ..... HOllywood 3-3800
Kelloga, Edward S., Co. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kenyon & Eckhardt, Inc. ..... HOllywood 3-2101
Kimball, Abbott, Co. of Calif. ..... DUnkirk 7-7305
Klitten, Martin R., Co., Inc. ..... DUnkirk 7-8396
Knight Advertising ..... WEbster 1-8123
Lannen & Sanders, Inc. ..... MUtual 8060
Lawrence Co., The ..... BRadshaw 2-5820
Lennen & Newell, Inc. ..... CRestview 1-7221
Lenz, J. M., Advertising ..... HOllywood 4-6411
Logan, Dudley L., Adv. ..... DUnkirk 2-8471
Mack-Wharton, Advertising ..... RIchmond 7-5477
MacManus, John & Adams, Inc. ..... WEbster 3-9569
Mann Advertising Co., Inc. ..... DUnkirk 2-1179
Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter, Adv. Agcy. ..... SYcamore 6-2239
Matthews, Anne D., Adv. Agency ..... SYcamore 2-3816
Mayers Co., Inc., The ..... DUnkirk 8-2111
Mayne, Charles H., Co. ..... WEbster 3-8261
Mays & Co., Advertising ..... TRinity 8534
McCann-Erickson, Inc. (Los Angeles) ..... MUtual 1181
McCreery, Walter, The ..... BRadshaw 2-2168
McElroy Advertising Agency ..... PRospect 2047
McKee, Burns Advertising ..... DUnkirk 7-8377
McNeill & McCleery ..... HOllywood 2-2337
Mercury Adv. Agency, Inc. ..... BRadshaw 2-2287
Miner, Dan B., Co. ..... DUnkirk 8-3301
Morgan, Raymond R., Co. ..... HOllywood 3-4194
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Birmingham
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Canton
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New York
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Omaha
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Phoenix
Pittsburgh
Port Huron
Portland, Ore.
Providence
Quad Cities
Reading
Richmond
Roanoke
Rochester
Salt Lake City
San Antonio
San Bernardino
San Diego
San Francisco-Oakland
Savannah
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Seattle
Sioux Falls
Spokane
Springfield, Mass.
St. Louis
Syracuse
Tacoma
Toledo
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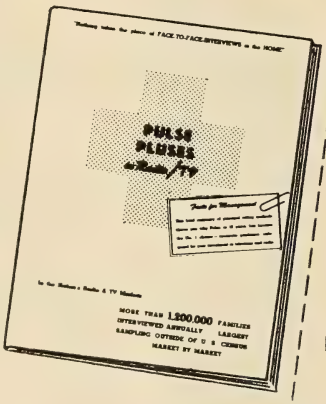

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TO OPEN NEW DOORS
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the network for radio... PLUS!

Radio Girds for Action As TV Invades Parlor

By MURRAY ARNOLD
WPEN, Philadelphia, Pa.

LET'S kick off the New Year and this minor radio epic by underscoring a very basic fact—television is calling the shots!

TV's pushed us out of the comfy, all-inclusive living room, and swept us into the exclusive bedroom, bathroom, kitchen, den, and garage. With that fact, we must live, like it or not, forever and a day.

And along with a change of location, TV has radically shifted the frontiers of time-listening, causing an advertising revolution which is just now beginning to come to fruition. I believe that certain very definite patterns have already emerged from this welter of crises, and it is with these changing tides that I wish to confine myself in this paper.

However, before exploring these new facets of broadcasting, and programming for broadcasting, I must get this point through to you. I believe it is extremely imperative that we in radio divorce ourselves from a great chunk of the past. Sales executives from the networks and from many individual stations have spawned many new and intriguing ideas in the commercial field. But the field of exploration has hardly been scratched.

From my own vantage point, it appears that the ideal approach to our problem in broadcasting is to begin clean and spanking new. Suppose we start with the following assumption.

There is no radio. Every home in our area has a TV set. We have been granted an AM license by the FCC, and after the usual tribulations and trials, we bring forth a radio station. Now, Brother Broadcasters, how do we program same? Perforce, our credo must be "as much audience as we can get most of the time."

Do we follow the patterns of radio programming circa 1940, when TV was just a gleam in General Sarnoff's eye? Every station operator in the country will rise with vehemence and shout a resounding "NO"!

Yet, what do we find in radio in this year of 1954?

1940 programming!

And we in radio broadcasting sit back and smugly say to ourselves, "That TV competition is sure brutal"!

But sooner or later, we must swing with the times. And before it is too late, shouldn't we now ask ourselves. . . .

What does the TV audience want for radio fare when it tunes out TV at night?

Are there enough youngsters listening from 5 to 6 to warrant kid shows?

Since TV viewing is comparatively low on Sunday mornings, am I driving radio audiences away with religion instead of Dave Rose or Ralph Flannagan?

Can we step up our value to our listeners by sprinkling in more news headline station breaks? Weather Reports? Traffic Bulletins? The questions are endless; the answers as wide and broad as our own imaginations.

But as sure as you hold "Radio Daily Annual" in your hands right now, those questions will have to be asked; answers will have to be formulated.

If your area has already been smitten by the optical marijuana of video, you know this to be true. If it hasn't, your day is coming, sooner than you think. And even those who already have felt the big blow of the TV hurricane, remember the successive shock waves are still to come . . . when color TV smashes through; when subscription TV hits the videolanes; when three-D TV color becomes a reality, when heaven alone knows what else follows these fabulous innovations.

It seems clear that the time has come to take stock of the situation. To review right now the over-all picture, to decide which track we intend to travel on. If we flounder with indecision, we may wake up some morning and find our audience captured by our competition, and we wind up with the buggy whip manufacturers, full of glorious memories and no business.

1 lb. coffee
1 carton cigarettes
½ lb. butter
3 bars soap
cookies
bottle pop
55
6
7
10
11

...She shall have radio wherever she goes

Funny about radio: the lighter it gets, the more weight it carries.

For no other advertising medium turns up in so many different shapes and sizes, to reach out to so many different customers. And no other's on such intimate terms that it goes wherever the customer goes—from home to car to pocketbook, *right up to the point of sale.*

All because of one thing: wherever they go, whatever they're doing, Americans like to listen to radio.

Today—by adding a new outlet every 3 seconds—radio is growing faster than any other advertising medium.

Radios now fit any pocket... *Radio* always has.

CBS RADIO NETWORK

...where America listens most

...She shall have radio wherever she goes

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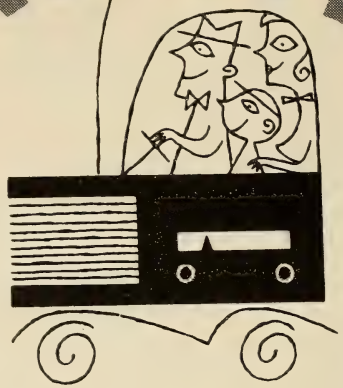
CBS RADIO NETWORK

...where America listens most

ROADSHOW



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"Never A Dull Moment" Describes D.C. Developments

By TED KELLOGG

Washington Bureau, Radio and Television Daily

"NEVER a dull moment" can be applied no more appropriately than to Washington developments affecting radio and TV during 1953, and as 1954 gets underway the quip appears unlikely to lose any of its succinct verity — in fact, the odds are that this year's developments will be as important to the industry, as well as to its X-million audience, as any since the human voice began traveling the air waves via electronic gadgets built by man.

In the past year we have seen such major "news breaks" as FCC's adoption of the new compatible color standards, following hundreds of thousands of man-hours of industry research and labor; we have seen the commission dig into the pile of applications for new television stations and bring the number of authorized stations from approximately 300 at the beginning of the year to more than 550 at its end; we have seen the industry "investigated" and given a clean bill of health, and we have seen a new President in the White House who recognizes the value of radio and television reporting.

At the other end of Pennsylvania Ave., radio and television reporting of the activities of Congress and Congressional Committees has been given a wider field of operation, constituting evidence of the recognition by Congress as well as the executive of the increasing importance of radio and television in reporting to the people the story of their government.

These, of course, have been highlights. Between the highlights have come numerous lesser peaks rising above a high plateau of day-to-day activity. Some of these peaks may be ticked off as:

The outstanding coverage given the Inaugural parade and other activities in connection with the swearing in of President Eisenhower. It was one of the biggest events in the industry's history.

Approval by FCC of the merger of ABC-UPT.

Decision of the Commission that theater applicants for transmission of programs by common carrier TV channels would receive consideration on an individual basis, but that specific channels would not be set up for theater-TV.

Departure of Paul A. Walker as chairman of the commission, of which he had been a member for 19 years, and appointment of Rosel Hyde, a veteran of 7 years as a member of the commission and an employee for the FCC and its predecessor FRC since 1928, to the chairmanship.

The marked upswing in activity looking toward establishment and operation of non-commercial educational TV stations, and the first national conference in Washington on educational TV.

One of the few soft spots in the otherwise healthy progress of the industry in 1953, as measurable and possibly correctable from the Capital, has been the plight of the FM's, and, to a degree, of the UHF TV stations.

Already, just before 1953 expired, the commission has taken at least one step to help the FM stations (which decreased in number by more than two score during the past year) to improve their financial status and at the same time make further use of the FM broadcast band. The step, which became effective early this year, permits the FM broadcasters to engage in certain non-broadcast utilizations of the band. More help may be expected to be forthcoming during the year.

The plight of UHF licensees and permittees, as considered by the commission, is less serious in degree perhaps only because the number of stations is not so great nor so widespread. Both are suffering from the fact that they are Johnnies-come-lately, after AM on the one hand, and VHF on the other, had been established, stations were operating, receiver manufacture was on a production basis and the newcomers have had an uphill battle.

It has been recommended from several sources, some of them within the commission itself, that sweeping investigations be held of both the suffering media to see if regulatory steps may be taken to correct their ills — these may be among the 1954 highlights.

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Custom
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and Pressing

* Studios in Hollywood and New York
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Let us show you how many hours and dollars *(and headaches!)* you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES AND PRESSING FACILITIES

Large and small studios — audience accommodations — most modern, specially designed equipment — finest mastering, processing and pressing — live and off-the-line recording — skilled and careful tape editors — fastest — most dependable service

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Eastern Sales Manager

5515 Melrose Avenue
Hollywood 38, California
Hollywood 3-7114
WALT HEEBNER
General Manager

NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Charles Honce
Radio News Editor.....John A. Aspinwall

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Philip G. Reed

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
News Editor.....A. W. V. King
Accountant.....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

Telenews Productions, Inc.

New York—630 Ninth Ave.....JUdson 6-2450

President.....Herbert Scheftel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Charles N. Burris
Comptroller.....A. Douglas Comeaux

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....John J. Madigan
V.P., Mgr. Movietonews.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller

George Liberace

Musical Director

Radio-TV Manufacturing Turns in Peak Performance

By ROBERT R. GALLAGHER
Associate Editor
Radio Annual & Television Year Book

PREDICTING business trends can be a risky business, but those staunch citizens who heralded 1953 as a peak year in radio and television manufacturing certainy knew what they were prognosticating about. New television markets, record radio set demands, and hectic requests for television studio and transmitting equipment joined forces to send dollar volume of business soaring well beyond the $2 billion mark.

Manufacturers, hustling to keep pace with their industry, turned out 7,250,000 television receivers, 1,000,000 units above the 1952 total, and more than 13,000,000 radios, a 2,000,000-unit increase. A record harvest of TV set sales was reaped during the year as the FCC introduced more and more new markets to the medium. Radio receiver sales were similarly hypoed by vast technical improvements and the now universal realization that "sound-alone" is still a welcome companion in the home.

Transmitter manufacturers, on the other hand, spent 1953 facing up to the herculean task of supplying needed equipment to the many new post-freeze television stations. This industry facet experienced the most productive year in its history, with the major portion of its work still to be done.

An unusual element amidst all the feverish activity during 1953 was the trend taken by a major portion of the industry stocks on the New York Stock Exchange. With the exception of a few of the more diversified manufacturers, such as General Electric and Westinghouse, a general downhill pitch was felt in stock prices. The trend, however, becomes less significant, when one considers that the stock market, as a whole, spent the most part of the year below sea level.

CBS A and B stock turned in the best performance, A going from 39 to 48⅛, and B from 39⅛ to 48. American Broadcasting-Paramount Theater prices showed a slight increase for the last three quarters, running from 14¾ to 14⅞. Admiral stock was down 30½ to 19¼, as were the others: Philco, from 35¼ to 28½; RCA Common, 28⅜ to 23⅛; Avco, 7⅞ to 4⅝; Stewart-Warner, 22⅛ to 20¼, and Zenith Radio, 81 to 63¼.

Bleak as the 1953 stock prices may seem, don't be misled. There is a brighter and more realistic approach in analyzing the year's business return. Let's take a look at a few year-end statements. RCA, for example, reported the largest volume of business in its 34-year history with an $830 million return on its products and services. Seventy per cent of this total was attributed to manufacturing.

Similarly, Emerson Radio and Phonograph Corporation, for the fiscal year, ended October 31, 1953, reported an all-time record volume for the company, amounting to $75,926,546. Magnavox Company, for the last six months of 1953, registered a 37 per cent business increase with sales in excess of $35,500,000. Looking at 1953 from a profit and loss angle there were few, if any, who suffered.

Apart from business volume, the greatest single achievement of the manufacturing industry during the past year was the development of compatible color television standards. December 17, 1953, the day on which the FCC voted its approval of the NTSC-proposed standards, will be looked upon, always, as a red-letter day in the history of television. The effects which the proximity of color-TV will have on the traffic of black-and-white sets, during the coming year, are dubious. Consensus of opinion holds that the new medium will not be ready for mass-consumption, either from an economical or practical standpoint, until, at least, 1956.

Meanwhile, manufacturers are concerning themselves with what the public appears to want "now." Production schedules for 1954 are optimistically aimed at higher levels than were achieved during 1953. All of the elements which favored the industry throughout the past year, at present, show promise of multiplying rather than diminishing. Will '54 top '53? Let's wait and see.

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OFFERS YOU FREE OF CHARGE A REGULAR TRANSCRIBED SERVICE

MUSICAL PROGRAMS
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These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

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Sales Outlook Good in Radio-TV

By FRANK M. FOLSOM

From Page 55

Only because of this compatibility, designed and engineered into color television by RCA, can color and black-and-white television extend their magic harmoniously, without the slightest disruption of service, or inconvenience either to the owners of black-and-white or color TV receivers.

RCA commercial planning for color TV made substantial progress in 1953. Production schedules were mapped to provide more than 30 stations with necessary equipment to broadcast network-originated color programs in key cities by the end of 1953. Pilot production of color components—including the RCA tricolor tube—was underway. Pilot production of RCA Victor compatible color receivers was begun. During the fall of 1953, RCA followed the same policy in preparing for the introduction of color as it did for black-and-white television, making its developments and technical know-how available to the industry by means of clinics and seminars held for broadcasters as well as competing manufacturers.

Sales of radio sets—the "hardy perennial" of home entertainment—continued good in 1953. The industry manufactured nearly 13 million new radio receivers, and the number of sets in use established an all-time high of 115 million. Technical improvements and attractively styled cabinet designs pointed the way toward increased public acceptance.

Particularly in demand were battery-powered portables in lightweight plastic cases available in many colors; clock radios which can function as alarms; and improved table models which found expanding acceptance in almost every room of the home.

During 1954, radio will play a major role as a communication and entertainment service to the public, and sales of receivers can be expected to continue in substantial volume.

A new potentially important market for industrial television was opened by RCA in 1953, with the introduction of the "TV Eye" closed-circuit or "private-line" camera system. With a price of under $1,000 the "TV Eye" is finding widespread acceptance in schools, stores, hotels, prisons, hospitals, small factories and even homes.

A new magnetic sound tape recorder, developed by RCA for non-professional use, was introduced in 1953, and found wide acceptance in homes, schools, and businesses. It incorporates advances that are proving attractive to customers. These include automatic push-button operation; light-weight portability; easy tape-threading; smart luggage-type case; and dual-speed operation for maximum recording time. Also available is a complete line of RCA tape recorder accessories.

The phonograph and record industry is expected to continue its impressive growth in 1954, with a 10 per cent rise in record sales—on top of a 12 per cent increase in 1953—expected to push industry volume past the $250,000,000 mark.

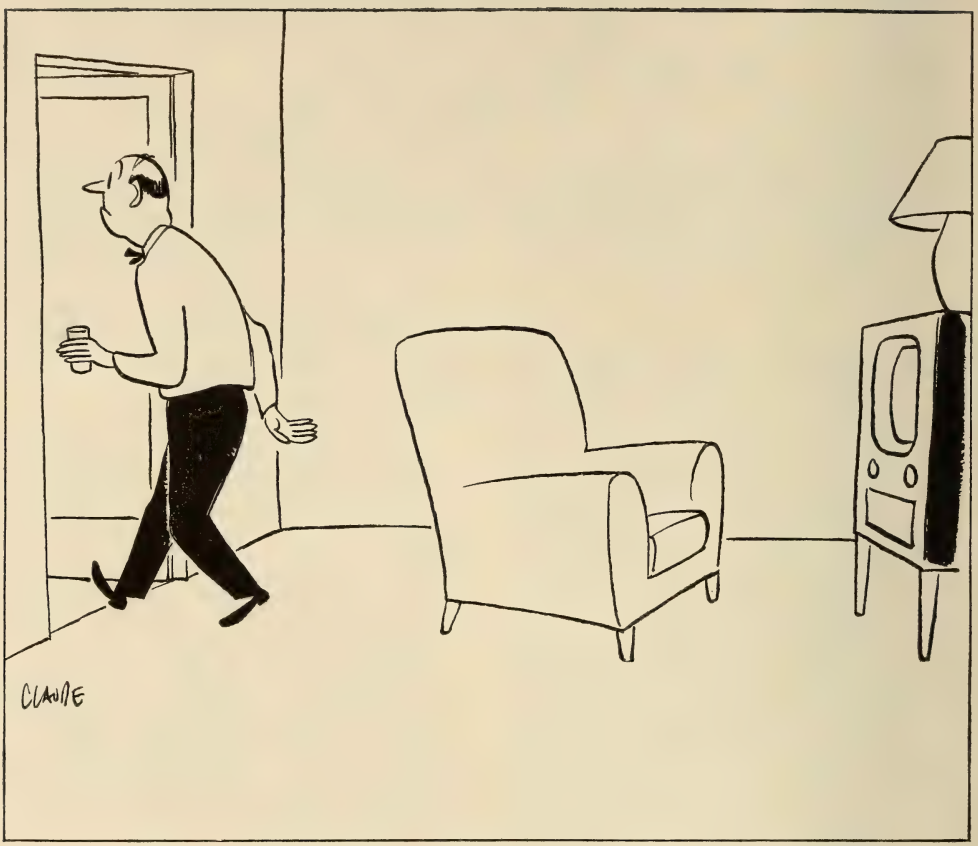
Chief factors in the increase in record sales have been notable improvements in both the making of records and in their presentation to the public.

Records produced today, thanks to recent advances in the art and science of recording and reproduction, mean better sound for music buyers. Introduction of high fidelity instruments and records provided the trade with powerful, new selling ammunition and the public with added musical enjoyment.

One of the most sweeping advances in home entertainment came in the field of high fidelity sound recordings and reproduction. Until 1953, high fidelity—more commonly known as "Hi-Fi"—was the special interest of relatively small groups of music lovers, electronic technicians and hobbyists who made an expensive pasttime of seeking perfection in recorded sound by assembling component parts into a super-quality music reproduction system.

During the fall of 1953, RCA introduced to the public high fidelity "Victrola' 'phonographs, designed to provide the average family with a new concept of life-like realism and quality in recorded music, at relatively low cost.

Now being mass produced by RCA Victor, these instruments give promise of providing millions of Americans with a whole new world of musical enjoyment. In addition to the complete "Victrola" phonographs, the company also is marketing a full line of intermatched highest quality components for persons desiring to assemble their own high fidelity systems.



Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when *your* commercials come on . . . creative ingenuity.

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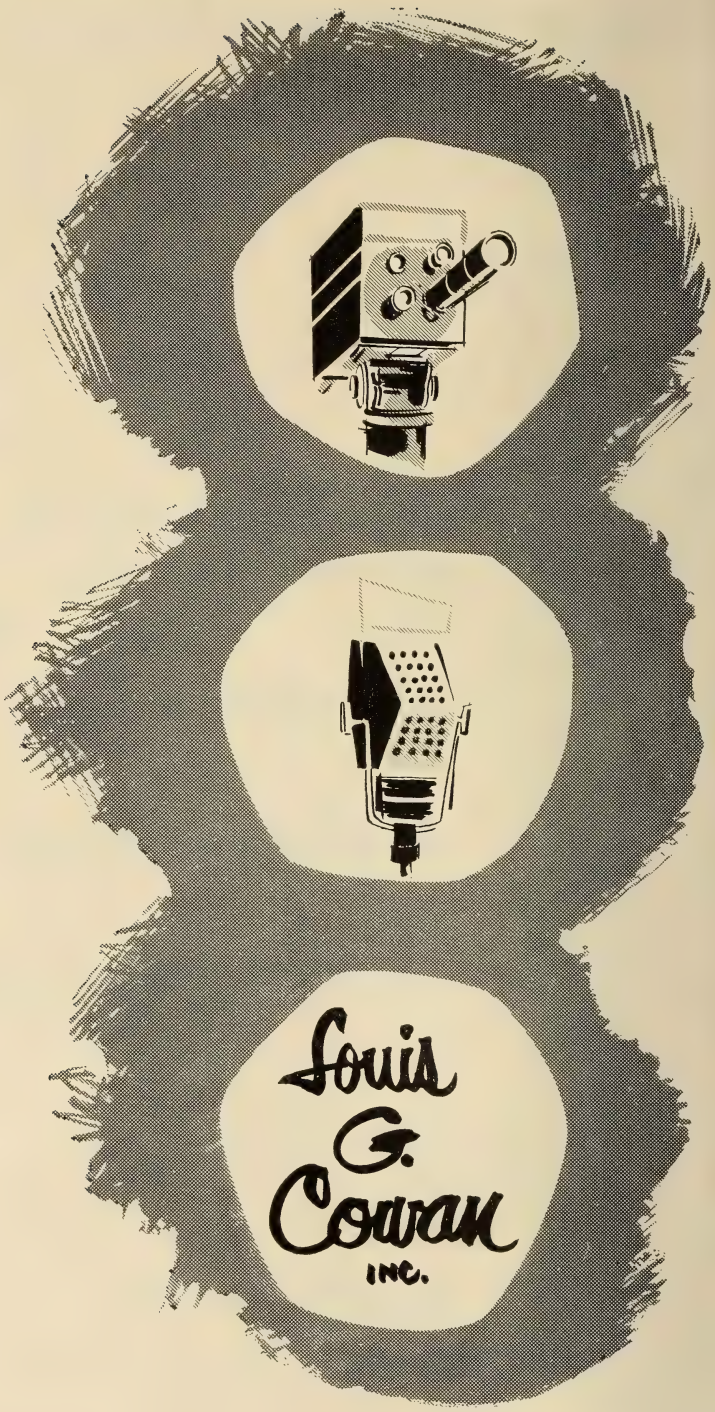
Business

- AGENCY and SPONSOR NETWORK BILLINGS
- NEWS SERVICES
- ADVERTISING AGENCIES
- STATION REPRESENTATIVES



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NETWORK BILLINGS

AGENCY AND SPONSORS

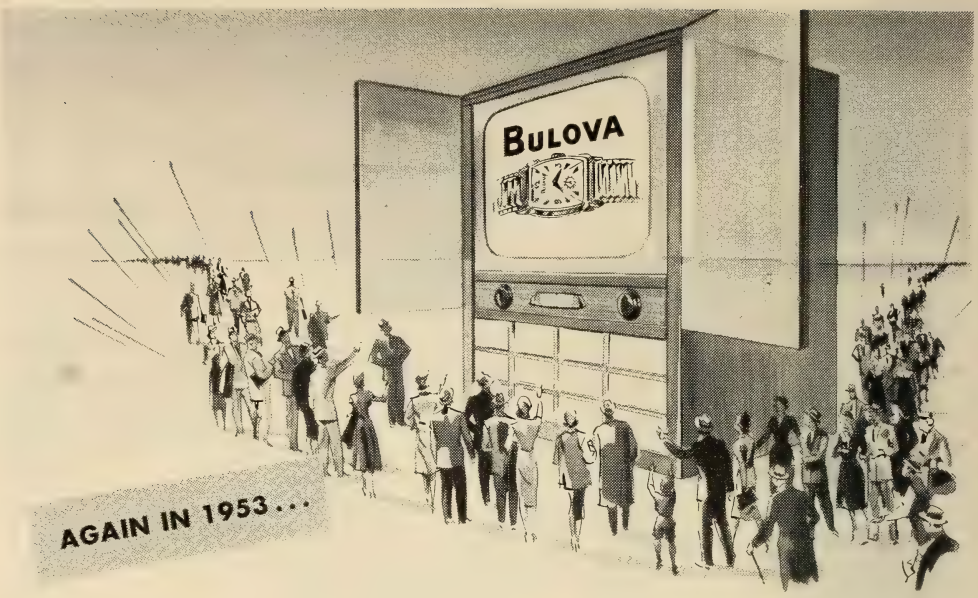
1953

American Broadcasting Co. 1953 Sponsor Expenditures (AM Radio)

General Mills, Inc.	$4,342,065
Swift & Company	2,533,065
Sterling Drug, Inc.	2,420,377
Philco Corporation	2,062,298
Toni Co.	1,702,220
Liggett & Myers Tobacco Co.	1,228,529
Campbell Soup Co.	1,143,535
Prudential Life Assurance Co. of America	843,928
P. Lorillard Co.	786,346
Gillette Safety Razor Co.	766,908
Gospel Broadcasting Association	699,679
O'Cedar Co.	634,251
General Motors Corp.	629,012
Electric Companys Advertising Program	555,262
Anheuser-Busch, Inc.	519,010
Ralston Purina Co.	508,439
Billy Graham Evangelistic Ass'n, Inc.	469,515
Gruen Co.	454,915
Chevrolet—Division of General Motors	426,651
Packard Motors Co.	420,860
Congress of Industrial Organization	409,852
Hot Point Co.—Division of General Electric Co.	378,564
Highland Churches of Christ	356,871
Goodyear Tire & Rubber Co.	333,500
Lambert Co.	322,282
Bristol Myers Co.	311,810
Durkee Famous Foods — Division of the Glidden Co.	310,244
Texas Company	283,896
Wine Corporation of America	279,006
Voice of Prophecy, Inc.	256,515
Dr. Thomas Wyatt	256,018
Ex-Lax, Inc.	239,400
Burlington Mills Corp.	219,359
Christian Science Publishing Society	192,560
Carter Products, Inc.	178,994
Beltone Hearing Aid Co.	177,819
Quaker Oats Co.	161,200
Pharmaco, Inc.	151,783
Free Methodist Church of North America	135,465
Burton Dixie Corp.	122,499
General Products	114,819
American Bakeries Co.	113,107
M. J. B. Co.	109,399
Seeman Bros., Inc.	109,020
Radio Bible Class	108,424
Western Union	72,598
Healing Waters, Inc.	55,198
Brown Shoe Co.	48,804
Fred Jordan Church in the Home	46,809
Club Aluminum Products Co.	46,719
Pacific Mercury Radio Co.	46,298
Church of God	32,378
Willys Overland Motors	31,972
Pepperell Mfg Co.	28,471
Thomas Nelson & Sons	25,000
Tide Water Oil	21,340
Jackson Perkins Flower Division	20,971
Charles Antell, Inc.	20,190
Dr. Hiss Shoe Stores	19,369
American Medical Association	17,569
SSS Division Wilco Co.	14,155
Skinner Mfg. Co.	12,347
White House Co.	10,244
Shipstad Johnson, Inc.	8,936
Stanley Home Products, Co.	8,459
McCall Frontenac, Inc.	3,263
Arden Farms	1,590
Sunnydale Packing Co.	1,455
Music Masters	1,000
Doubleday	758
San Francisco United Palsy	543
Parfums, International	496
National Bus Property Exchange	490
Chemicals, Inc.	106
	$29,376,799

American Broadcasting Co. 1953 Agency Gross Billings (AM Radio)

Dancer Fitzgerald Sample, Inc.	$6,071,634
J. Walter Thompson Co.	2,713,834
Hutchins Advertising Co., Inc.	2,064,298
Maxon, Inc.	1,566,332
Kudner Agency, Inc.	1,246,352
Cunningham & Walsh, Inc.	1,230,528
Leo Burnett Co., Inc.	1,156,313
Ward Whellock Co.	1,143,857
Calkins, Holden, Carlock, McClinton & Smith, Inc.	841,050
Turner Advertising Agency	756,749
R. H. Alber Co.	699,679
Knox Reeves Advertising, Inc.	694,360
Lennen & Newell, Inc.	652,716
Walter F. Bennett Co., Inc.	604,979
Weiss & Geller, Inc.	599,155
N. W. Ayer & Son, Inc.	555,262
D'Arcy Advertising Co.	519,009
Gardner Advertising Co.	508,439
Tatham, Laird, Inc.	484,806
Doherty, Clifford & Shenfield & Steers, Inc.	463,592
McCann, Erickson, Inc.	454,914
Campbell-Ewald Co., Inc.	426,651
Henry J. Kaufman & Associates	409,852
Lambert & Feasley, Inc.	322,281
Western Advertising Agency, Inc.	256,515
Century Advertising Agency	256,017
Warwick & Legler, Inc.	239,196
Donahue & Coe, Inc.	219,359
Ross Roy, Inc.	208,174
Walton Butterfield Adv.	192,560
O'Lian & Bronner, Inc.	177,819
Martin Co.	148,696



More Americans saw

BULOVA ON TV

than any other product

Thanks to America's Largest Spot Campaign and Your Fine Cooperation

● Again in 1953, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot television and spot radio as our principal advertising media. In fact, more than 200 TV stations carried BULOVA messages in 1953! And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you—our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC. • BULOVA PARK, FLUSHING 70, N. Y.

Batten, Barton, Durstine & Osborn, Inc.	134,334
Young & Rubicam, Inc.	127,060
Dean Simmons	114,819
Tucker Wayne & Co.	113,648
Wm. H. Weintraub & Co., Inc.	109,019
J. M. Camp Co.	108,423
Ted Bates & Co.	107,774
Foote, Cone & Belding	99,888
Albert Frank-Guenther Law, Inc.	72,598
Sullivan, Stauffer, Colwell & Bayles, Inc.	71,220
White Advertising	55,198
Southgate Advertising Agency	46,808
The Buchen Co.	46,719
Edwards Agency	46,298
Huntington Parmellee Advertising	32,410
Ewell & Thurber Associates	31,972
Benton & Bowles, Inc.	28,471
Buchanan & Co., Inc.	21,339
Maxwell Sackheim Co., Inc.	20,971
Television Advertising Assoc.	20,679
Hal Stebbins, Inc.	19,368
Kent Goodman	14,154
Bozell & Jacobs, Inc.	12,347
National Mail Order Network	10,244
Walter McCreery, Inc.	8,936
Charles W. Hoyt Co., Inc.	8,459
Erwin Wasey Co. of Canada, Ltd.	3,262
Productive Advertising Agency	1,590
Russell Harris Wood	1,455
Frank Gold	1,000
Thwing & Altman, Inc.	758
Joseph Perillo Agency	495
Sidney Garfield Association	105
	$29,376,799

American Broadcasting Co. AM Industrial Classifications

Food and Food Products	$9,138,211
Drugs & Toilet Goods	6,116,556
Radios, Ref., & Electrical Appliances	2,666,911
Religion	2,634,463
Cigars & Cigarettes & Tobacco	2,016,871
Automobiles, Trucks & Accessories	1,841,970
Household Furnishing & Accessories	1,064,237
Institutional	965,111
Beverages	907,411
Insurance & Personal Loans	843,721
Jewelry & Accessories	454,914
Lubricants, Petroleum Products & Fuel	315,516
Clothing & Dry Goods	287,532
Miscellaneous	122,602
Publications	758
	$29,376,799

American Broadcasting Co. 1953 TV Gross Network Sales Sponsors

General Mills, Inc.	$2,727,087
American Chicle Co.	1,130,228
Kellogg Co.	1,018,676
Sweets Co. of America, Inc.	988,827
Rosefield Packing Co.	950,576
Mars, Inc.	800,553
P. Lorillard Co.	768,907
Procter & Gamble Co.	749,977
S. C. Johnson & Son, Inc.	654,961
C. A. Swanson & Sons	606,917
Ralston Purina Co.	605,262
Sterling Drug, Inc.	526,882
Lambert Co.	461,583
Bayuk Cigars, Inc.	453,814
Derby Foods, Inc.	429,408
Gruen Watch Co.	407,659
Hotpoint Co.	361,609
Ekco Products Co.	358,410
Kraft Foods Co.	348,000
Billy Graham Evangelistic Assn., Inc.	325,255
Hazel Bishop, Inc.	305,500
Thor Corp.	297,265
Sunkist Growers, Inc.	282,336
Brown & Williamson Tobacco Corp.	277,566
Faith For Today, Inc.	265,900
Charles Antell, Inc.	251,171
Walter H. Johnson Candy Co.	241,645
Ironrite, Inc.	229,790
U. S. Steel Corp.	225,000
E. I. Du Pont De Nemours, Inc.	218,880
Speidel Corp.	204,886
American Cigarette & Cigar Co.	202,995
American Tobacco Co.	196,838
Brown Shoe Co.	190,682
Pepsi-Cola Co.	187,920
Jacques Kreisler Mfg. Co.	169,224
Plymouth Motor Corp.	166,752
Ex-Lax, Inc.	151,920
Motorola, Inc.	135,000
B. B. Pen Co.	129,855
Sherwin-Williams Co.	126,720
American Home Products Corp.	125,375
Political	116,670
Duffy-Mott Co., Inc.	99,435
Armour & Co.	97,500
Bristol-Myers Co.	97,500
Sealy, Inc.	96,175
Burton-Dixie Corp.	94,119
Standard Oil Company of Indiana	90,756
F. W. Amend Co.	85,434
Gemex Co.	85,045
Carter Products, Inc.	68,940
Falstaff Brewing Corp.	31,870
Willys Overland Motors, Inc.	27,272
Reymer & Bros., Inc.	23,692
Philco Corp.	15,203
Handmacher Vogel, Co.	10,773
A. C. Weber & Co.	10,380
Toni Co.	7,002
Gordon Baking Co.	5,920
Garden Research, Lab.	4,303
Voice of Prophecy, Inc.	4,153
	$20,329,953

American Broadcasting Co. 1953 TV Gross Network Sales Agencies

Dancer Fitzgerald-Sample, Inc.	$4,810,654
Leo Burnett Co., Inc.	2,011,223
Needham, Louis & Brorby, Inc.	1,082,789
Moselle & Eisen	991,045
Guild, Bascom & Bonfigli, Inc.	950,764
Lennen & Newell, Inc.	768,458
Batten, Barton, Durstine & Osborn, Inc.	725,763
Knox Reeves Advertising, Inc.	716,833
Tatham, Laird, Inc.	613,919
Gardner Advertising, Co.	605,262
McCann-Erickson, Inc.	498,414

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Sullivan, Stauffer, Caldwell & Bayles, Inc.	476,821
Lambert & Feasley, Inc.	461,583
Ellington & Co., Inc.	453,814
Henri, Hurst & McDonald, Inc.	382,700
Foote, Cone & Belding	375,119
Maxon, Inc.	361,609
J. Walter Thompson Co.	348,000
Walter F. Bennett & Co.	325,255
The Biow Co.	313,295
Raymond Spector Co., Inc.	305,500
Ted Bates & Co.	277,566
Rockhill Co.	265,899
Television Advertising Assn.	251,170
Franklin Bruck Adv.	241,644
Brooke-Smith, French & Dorance, Inc.	229,789
Young & Rubicam, Inc.	196,935
N. W. Ayer & Son, Inc.	172,672
Hershon-Garfield, Inc.	169,224
Warwick & Legler, Inc.	151,920
Ruthrauff & Ryan, Inc.	135,000
Hilton & Riggio, Inc.	129,855
Fuller & Smith & Ross, Inc.	126,720
Furman, Feiner & Co.	116,669
Weiss & Geller, Inc.	96,175
Robert Wesley Associates	94,119
Ewell & Thurber, Inc.	27,272
Ketchum, MacLeod & Grove, Inc.	23,692
Hutchins Advertising Co., Inc.	15,203
Carl Reimer Co., Inc.	10,773
Bozell & Jacobs, Inc.	10,380
Huber, Hoge & Sons, Inc.	4,303
Laughlin, Wilson, Baxter & Persons, Inc.	4,153
	$20,329,953

American Broadcasting Co. TV Industrial Classifications

Food & Food Products	$7,073,908
Confections	3,251,108
Cigars, Cigarettes & Tobacco	1,900,120
Drugs & Toilet Goods	1,867,524
Laundry Soaps & Cleaners	1,404,937
Radio, Ref., Electrical Appliances	1,046,026
Jewelry & Accessories	866,814
Religion	595,308
Household Furnishings & Accessories	453,162
Hardware	358,410
Beverages	342,917
Lubricants, Petroleum Products & Fuel	309,636
Steel	225,000
Automobiles, Trucks and Accessories	194,024
Clothing & Dry Goods	190,682
Miscellaneous	133,708
Politicals	116,669
	$20,329,953

American Broadcasting Co. Gross TV Time Sales— 1953 By Months

MONTH	1953	1952
January	$1,572,872	$1,977,981
February	1,461,747	2,081,044
March	1,710,283	2,045,739
April	1,640,000	1,666,215
May	1,762,593	1,503,742
June	1,477,727	1,152,525
July	1,254,171	1,004,779
August	1,161,561	980,507
September	1,230,616	1,150,274
October	2,226,631	1,450,405
*November	2,371,393	1,402,474
*December	2,460,356	1,281,455
	$20,329,953	$17,697,140

* November and December Billings Estimated.

American Broadcasting Co. Gross AM Time Sales— 1953 By Months

MONTH	1953	1952
January	$2,651,059	$3,232,255
February	2,511,883	3,122,688
March	2,753,145	3,324,072
April	2,616,174	3,198,206
May	2,547,616	3,272,751
June	2,083,829	2,960,261
July	1,996,578	2,289,833
August	1,916,753	2,222,150
September	2,102,015	2,485,641
October	2,630,522	2,905,188
*November	2,724,699	2,571,339
*December	2,842,496	2,806,932
	$29,376,799	$34,391,316

* November and December Billings Estimated.

Mutual Broadcasting System 1953 Gross Network Sales Advertisers*

S. C. Johnson & Son, Inc.	$2,113,165
Sterling Drug, Inc.	1,371,502
P. Lorillard Co.	1,352,277
Miles Laboratories, Inc.	1,259,496
American Federation of Labor	1,189,125
Quaker Oats Co.	1,114,349
Johns-Manville Corp.	830,065
American Home Products	773,348
Falstaff Brewing Corp.	756,270
Wildroot Company, Inc.	740,321
Kellogg Co.	675,794
Liggett & Myers Tobacco Co.	596,038
Motor Products Corp.-Deep-freeze Appliance Division	591,479
Derby Foods, Inc.	552,415
VCA Laboratories	524,439
Credit Union National Ass'n.	519,166
Philip Morris Co. Ltd., Inc.	494,645
R. J. Reynolds Tobacco Co.	414,000
Holland Furnace Co.	397,012
Lutheran Laymen's League	389,931
Radio Bible Class	363,190
State Farm Mutual Auto Insurance Co.	347,727
Naumkeag Steam Cotton Co.	325,274
Christian Reformed Church	315,844
Union Pharmaceutical Company, Inc.	315,084
Lever Bros.	303,000
Voice of Prophecy, Inc.	290,123
Realemon-Puritan Co.	277,629
Consolidated Cosmetics	245,334
Murine Co.	228,176
National Homes Corp.	226,198
Gillette Safety Razor Co.	210,501
Dawn Bible Students Ass'n.	185,766
General Mills, Inc.	182,100
Block Drug Co.	179,821
Wings of Healing	167,261
Admiral Corp.	162,686
Swift & Co.	146,273
Kraft Foods Co.	141,729

Arthur Godfrey

The Coca-Cola Co.	131,584
J. R. Wood & Sons, Inc.	130,693
White House Co.	129,247
Motorola, Inc.	119,103
S.O.S. Co.	118,500
North American Van Lines, Inc.	109,937
Emerson Drug Co.	108,000
Libby, McNeill & Libby	107,652
Bristol-Myers Co.	100,000
Sylvania Electric Products, Inc.	82,718
Procter & Gamble Co.	76,500
Mennen Co.	62,109
Jacques Kreisler Mfg. Corp.	61,500
Sterling Drug Mfg., Ltd.	59,574
Burlington Mills Corp.	56,765
A. C. Weber & Co.	55,251
Walking Doll Co.	52,229
Carter Products	52,200
Miller Brewing Co.	39,538
The Scholl Mfg. Co., Inc.	35,514
Williamson Candy Co.	32,577
Fillex Co.	26,632
Pacific Mills	23,688
Vick Chemical Co.	16,826
General Motors Corp.—Buick Motor Divn.	16,317
General Tire & Rubber Co.	16,000
Mutual Benefit Health & Accident Ass'n.	14,715
Crowell-Collier Publishing Co.	7,500
Olsen Rug Co.	6,891
Grand Duchess Steaks	6,685
Look Magazine	6,000
Jackson & Perkins, Inc.	5,214
Poundex Products	4,635
Colonial Studios, Inc.	3,854
Curtis Circulation Co.	3,500
Avco Mfg. Corp.—Crosley Electronics Divn.	3,015
Cowles Magazines, Inc.	3,000
Crosley White Goods Divn.—Avco Mfg. Corp.	2,975
Ulster County Citizens Committee	779

*December Billings Estimated

Mutual Broadcasting System 1953 Agency Gross Billings*

Needham, Louis & Brorby, Inc.	$3,013,307
Dancer-Fitzgerald-Sample, Inc.	2,187,346
J. Walter Thompson Co.	1,768,573
Batten, Barton, Durstine & Osborn, Inc.	1,500,954
Lennen & Newell, Inc.	1,460,277
Geoffrey Wade Advertising	1,259,496
Furman, Feiner & Company, Inc.	1,189,125
Sherman & Marquette, Inc.	1,114,349
Sullivan, Stauffer, Colwell & Bayles, Inc.	773,348
Leo Burnett Co.	675,794
Cunningham & Walsh, Inc.	596,038
Roche, Williams & Cleary, Inc.	591,479
The Biow Co.	494,645
William Esty Co.	414,000
Lindeman Advertising Agency	397,012
Gotham Advertising Co.	389,931
Grey Advertising Agency, Inc.	377,193
Kastor, Farrell, Chesley & Clifford, Inc.	374,554
Applegate Advertising Agency	336,135
Direct	325,779
Jackson & Co.	325,274
Glenn-Jordan-Stoetzel, Inc.	315,844
Western Advertising, Inc.	290,123
Schwimmer & Scott, Inc.	277,629
Stanley G. Boynton	273,491
Maxon, Inc.	210,501
Wm. Gleeson & Co.	185,766
Cecil & Presbrey, Inc.	179,821
Tatham-Laird, Inc.	167,800
Century Advertising	167,261
Erwin Wasey & Co.	162,686
Aubrey, Finlay, Marley & Hodgson	151,680
D'Arcy Advertising Company	131,584
McCann-Erickson, Inc.	129,000
Doherty, Clifford, Steers & Shenfield, Inc.	100,000
Donahue & Coe, Inc.	92,279
J. M. Camp & Co.	89,699
Victor & Richards, Inc.	88,554
Roy S. Durstine, Inc.	82,718
Benton & Bowles, Inc.	79,475
Bozell & Jacobs, Inc.	69,966
Foote, Cone & Belding	61,500
Duane Jones Company, Inc.	60,253
Ted Bates & Co.	52,200
National Mail Order Network	40,693
Mathisson & Associates, Inc.	39,538
Harry B. Cohen Advertising Co.	18,608
Morse International, Inc.	16,826
Kudner Agency, Inc.	16,317
Knox-Reeves Advertising	14,300
Presba, Fellers & Presba, Inc.	6,891
Phil DiNuoscio Advertising	6,685
Maxwell Sackheim & Company, Inc.	5,214
Ruthrauff & Ryan, Inc.	4,635
Radio Advertising of America Co.	3,854

Mutual Broadcasting System 1953 Industrial Classifications

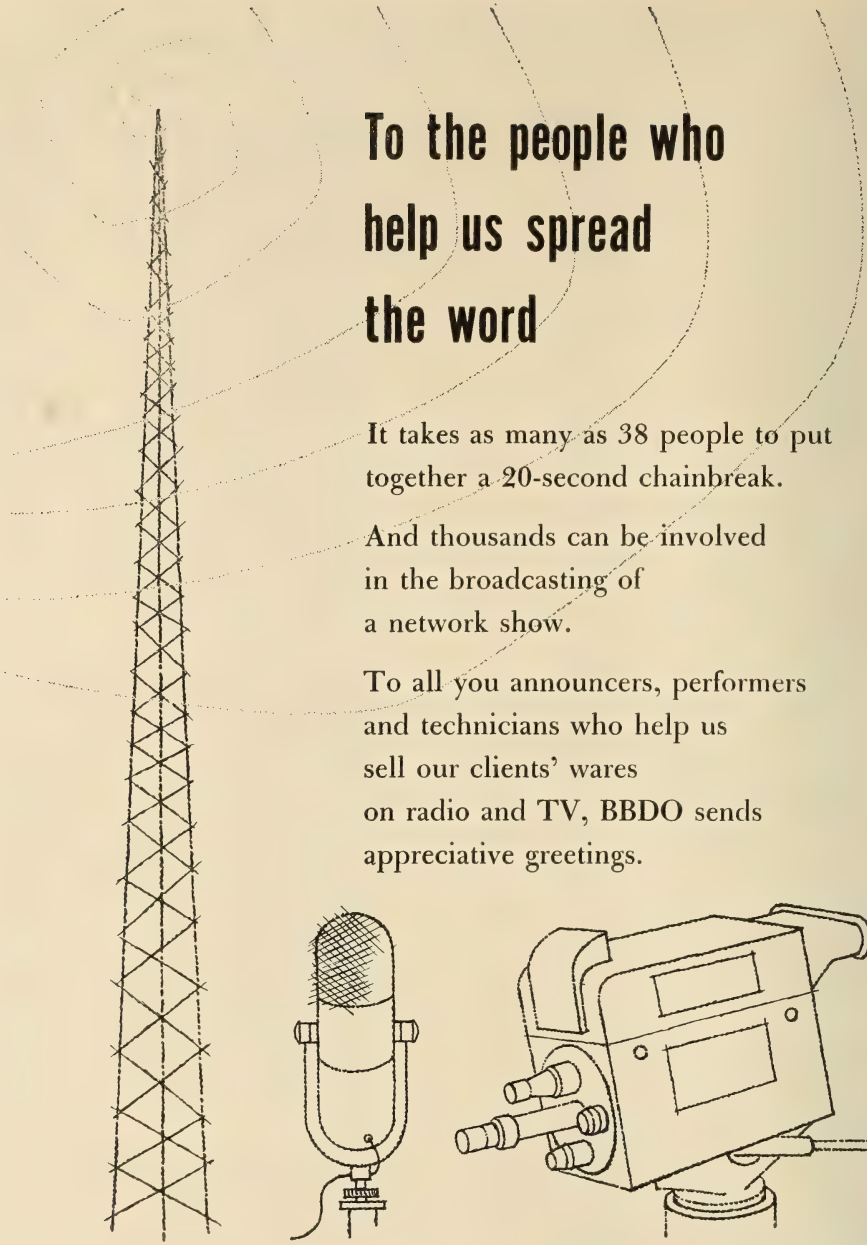
Drugs and Toilet Goods	$6,616,512
Cigars, Cigarettes & Tobacco	2,856,960
Food & Food Products	2,823,520
Soaps, Cleansers & Polishes	2,308,165
Religious	1,712,115
Building Materials, Equipment & Fixtures	1,453,275
Labor and Politics	1,189,904
Beer	795,808
Major Appliances	649,705
Institutional	535,166
Household Furnishings & Services	465,790
Radios, TV Sets & Phonographs	367,552
Insurance	362,442
Confectionery & Soft Drinks	305,890
Dairy, Poultry & Livestock Feed	239,377
Jewelry	192,193
Miscellaneous	190,544
Wearing Apparel	56,765
Publications	20,000
Automotive	16,317
	$23,158,000

* December Billings Estimated

Mutual Broadcasting System Gross Time Sales—1953

	Monthly	Cumulative
January	$1,786,134	$1,786,134
February	1,638,075	3,424,209
March	1,995,478	5,419,687
April	2,008,990	7,428,677
May	2,038,210	9,466,887
June	1,926,865	11,393,752
July	1,830,467	13,224,219
August	1,738,248	14,962,467
September	1,792,736	16,755,203
October	2,185,598	18,940,801
November	2,090,007	21,030,808
December	2,127,192	23,158,000

* December Billings Estimated.



To the people who help us spread the word

It takes as many as 38 people to put together a 20-second chainbreak.

And thousands can be involved in the broadcasting of a network show.

To all you announcers, performers and technicians who help us sell our clients' wares on radio and TV, BBDO sends appreciative greetings.

BBDO

Batten, Barton, Durstine & Osborn, Inc.

Advertising

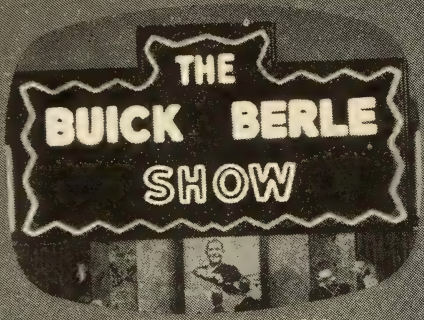
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

Advertising Agencies

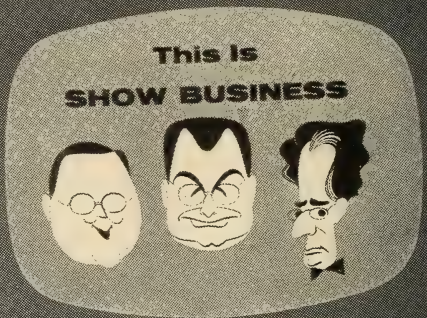
- PERSONNEL
- RADIO ACCOUNTS
- TV ACCOUNTS

Kudner Agency, Inc.

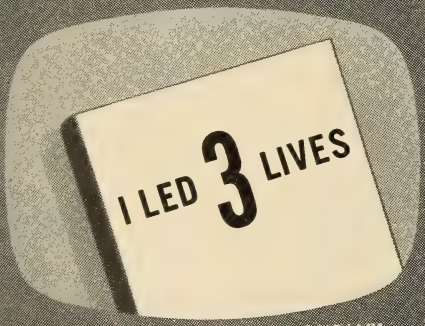
NEW YORK • DETROIT • SAN FRANCISCO • WASHINGTON



BUICK MOTOR DIVISION



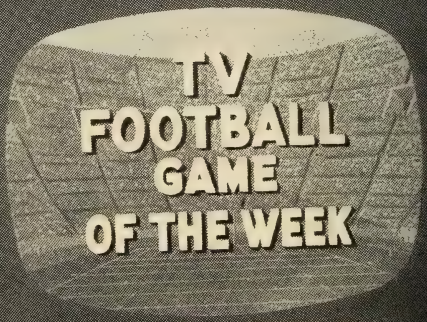
SCHICK INCORPORATED



UNITED STATES TOBACCO COMPANY

UNITED STATES TOBACCO COMPANY

SCHICK INCORPORATED



GENERAL MOTORS CORPORATION

ADVERTISING AGENCIES

★

—— Agency Recognition Symbols ——

AAAA—American Association of Advertising Agencies
ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.
Phone: REctor 2-6980
ABP

Owner.....A. D. Adams

Radio Accounts: Spirling Products Co. (indoor TV antenna), New York; Dynavox Corp. (phonographs), Long Island City, N. Y.

TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.; Spirling Products (indoor TV antenna), New York.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.
Phone: MU 4-3320
ANPA—APA

President .....Bliss Woodward

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIgate 4-6580

Owner, Radio & TV Director.....Ad Fried
Radio, TV Time Buyer.....Phyllis Rose
Music Director, Librarian.....Elaine Fried
TV Art, Production Dir....Gerhard Jacobi

Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemin Supreme Formula (Vitamins), Berkeley; Fidelity Roof Co. (Siding, Roofing, etc.), Berkeley; Rhodes & Jamieson, Ltd. (Ready-Mix-Concrete), Oakland; Buy Rite Truck & Equipment Co. (Surplus Equipment), Port of Oakland; Dick's Home Furnishers (Home Furnishings), Oakland; Smith Bros. (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Agalite Bronson Co. (Glass Shower Doors), Oakland; Mica-Seal Mfg. Co. (Paint), Berkeley; The Quiet Hour (Religious), Oakland; Lou Winston Co. (Surplus), Oakland; Western Gem Co. (Rutile Gems), Hayward; Lake Merritt Hotel (Dancing), Oakland; Roto-Rooter of Bay Area, Oakland; Span-A-Form (Bldg. Forms), Oakland.

TV Accounts: Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; The Quiet Hour (Religious), Oakland; Lo Fare Cab (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Lake Merritt Hotel (Night Club), Oakland; Oakland Police & Fireman (Campaigns), Oakland; Cochran & Celli (Calif. Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assoc. (Musicals), Oakland.

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210
AAAA—ABP

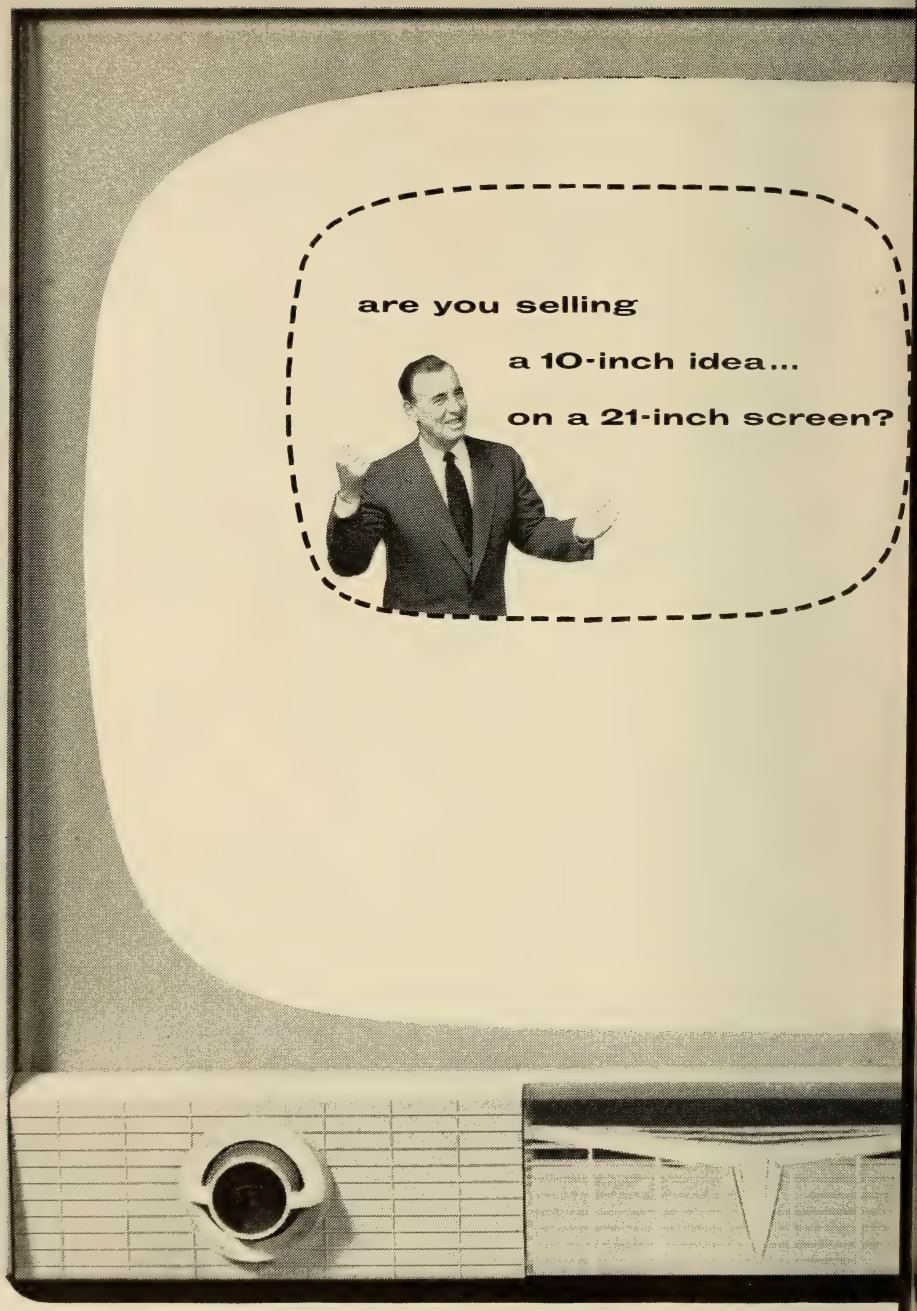
Pres.-Treas.....William Hart Adler
Exec. Vice-President.....Kenneth C. Ring
Secretary .....Bettilou Sickinger
Prod. Manager.....John Petrie
Art Director.....Leslie Meyers
Acct. Executives.....W. H. Adler, K. C. Ring, A. B. Stone, Thorpe Wright

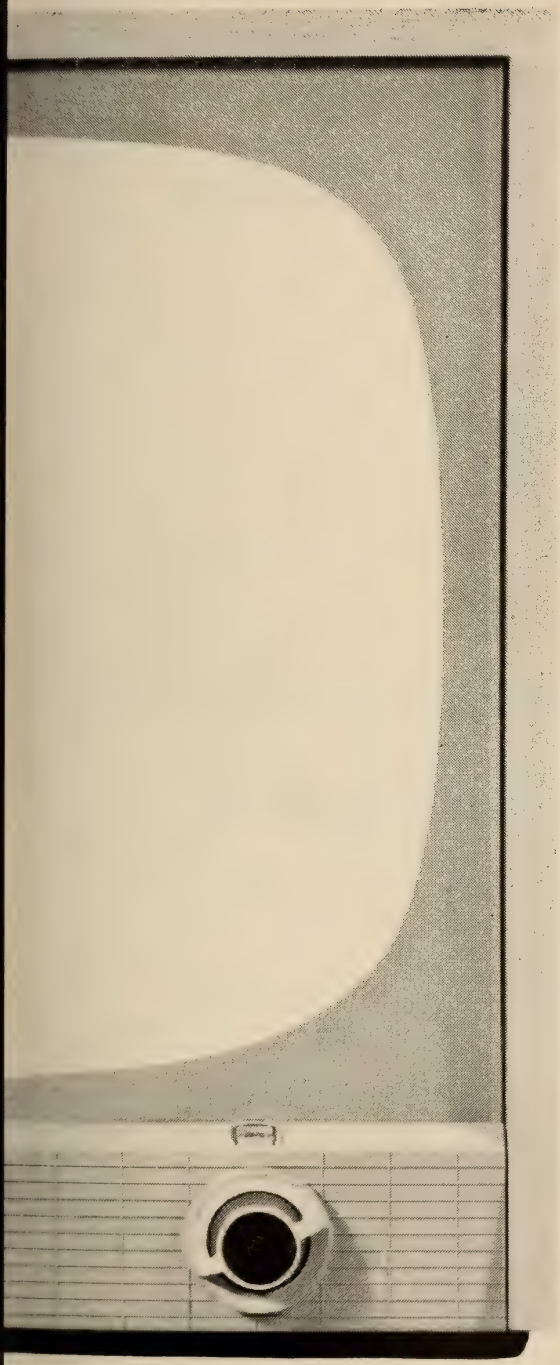
Radio Accounts: A. J. Canfield Co. (Beverages), Chicago; Reo Motors (Trucks, etc.), Lansing, Mich.; Aladdin Industries, Inc. (Lamps, etc.), Nashville, Tenn.

ADMASTERS ADVERTISING, INC.

15th and New York Ave., Washington 5, D. C.
Phone: District 7-0551
PPA

President.....John E. Waterfield


are you selling
a 10-inch idea...
on a 21-inch screen?



TV moves fast.
Are your commercials giving you the jump on competition—or are they lagging a couple of years behind? Think it over. Could be your sales curve is caught in a creative backwater.

McCANN-ERICKSON, Inc.
Advertising

New York • Boston • Cleveland • Detroit
Chicago • Cincinnati • San Francisco
Los Angeles • Hollywood • Portland and
offices throughout the world

TV moves fast.
Are your commercials giving you the jump on competition—or are they lagging a couple of years behind? Think it over. Could be your sales curve is caught in a creative backwater.

McCANN-ERICKSON, Inc.
Advertising

New York • Boston • Cleveland • Detroit
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offices throughout the world

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Advertising

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TORONTO · RIO DE JANEIRO · LONDON · PARIS · STOCKHOLM

SHERMAN & MARQUETTE

ADVERTISING

CHICAGO NEW YORK HOLLYWOOD

Secretary.....E. H. Bell
Copy Chief .....J. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3650

Radio Director.....Sholom Rubinstein
Producer .....Bernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Diamond Crystal Salt, Jell-O Puddings); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Colgate Cchlorophyll Toothpaste, Halo, Ajax, Vel, Fab); Whitehall Pharmacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Cream Farina, H-O Oats, Hellman's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Company (Borden's Cream Cheese); Dugan Bros. (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Orange & Grapefruit); Cream of Wheat Co. (Cream of Wheat); The Nestle Co. (Nescafe, Nestea); Seeck & Kade, Inc. (Pertussin); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Joy); Hoffman Beverage Co. (Hoffman Beverages); Standard Brands, Inc. (Instant Chase & Sanborn Coffee); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, etc.); Sunshine Biscuits, Inc. (Sunshine Crackers); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); Seeman Brothers, Inc. (White Rose Tea); Detergents, Inc. ("All"); International Salt Co. (Red Cross Salt); The Musterole Co. (Musterole); Pharmaco Co. (Feen-a-mint).

TV Accounts: Republican State Committee; General Foods Corp. (Instant Maxwell House Coffee).

ADVERTISING, INC.

1523-31 Central National Bank Bldg.
Richmond 19, Va.
Phones: 3-2809
ANPA—APA

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary, Radio Dir.....A. G. Timewell
Production Manager.....F. T. Cook

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke

Branch Office

416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson

Radio-TV Accounts: Virginia Electric & Power Co. (Public Utility), Richmond; Virginia Hospital Service Assn. (Blue Cross); Lawyers Title Inc. Corp.; Greentree's (Retail Clothing); Henry R. Hasse (Furs); Mosmiller (Florist); R. F. & P. Railroad Co.; Radio Station WRVA, Richmond, Va.; Virginia Dairy Co.

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: CEntral 6-5255
ABP—ANPA—APA—NOAB

President, Treasurer.....James Langer
Vice-Pres., Time-Talent Buyer..G. P. Hixon
Secretary .....M. Cech

Radio-TV Accounts: North American Acceptance Corp. (Finance); Chicago Motor Club Travel Bureau (Travel information & reservations); Inter-Insurance Exchange of Chicago Motor Club (Auto Insurance); Chicago Motor Club (Club Memberships), Chicago 1, Ill.; Car Service Inc. (Car Maintenance); Motor News (Publication); North Central Finance Corp. (Loans).

THE AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.
Phone: RIttenhouse 6-7810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—BMB

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman,
H. A. Medholdt, George B. Barnard
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Media Rate Dept.....E. M. Gretz
Acct. Executives.....Harold B. Montgomery,
Allen C. Smith, C. W. Eigenbrot, W. J. Culbertson, Bernard Toll, David Strousse

Radio-TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Pennsylvania Refining Co. (Carburetor Cleaner), Cleveland; Van Wagenen & Schickhause Co. (Div. of Swift & Co.) (Meats), Newark and Jersey City; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia. Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Aero Service Corp.; Atlas Powder Co.; Bearings Company of America; Bonney Forge & Tool Works; Campbell Chain Co.; Chilton Co.; Collier's Magazine; Crescent Company; Daly Inc.; H. C. Derby Co.; Drew & Co., Inc.; Emco Cement Easterbrook Pen Co.; First Camden National Bank & Trust Co.; General Coal Co.; Globe Hoist Co.; Linear Inc.; P. R. Mallory & Co. Inc.; Minneapolis-Honeywell Regulator Co.; Penn Mutual Life Insurance Co.; Permacel Tape Corp.; Philadelphia Badge Co.; Signal-Stat Corp.; Speakman Co.; Taylor Fibre Co.; Thermoid Co.; Walker Mfg. Co.; Wico Electric Co.; Wilson Refrigeration, Inc.; Wolf's Head Oil Refining Co.; Wrigley Co.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOllywood 9-8273
ANPA

The ARNOLD COHAN Corporation

Advertising—
Television
Radio

460 WEST 34TH STREET • NEW YORK 1, NEW YORK • WISCONSIN 7-4700

Where millions turn for entertainment

FOR BRISTOL-MYERS CO.

"Man Behind The Badge"—CBS-TV
"This Is Nora Drake"—CBS-Radio
"Arthur Godfrey Digest"—CBS-Radio
"Garry Moore Show"—CBS-TV
"Harry Babbitt"—CBS-Radio (Coast)

FOR THE BORDEN COMPANY

"Kate Smith Hour"—NBC-TV

FOR PHARMACO, Inc.

"Front Page Farrell"—NBC-Radio
"Dr. Paul"—NBC-Radio (Coast)

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

ADVERTISING
350 FIFTH AVE., NEW YORK 1, N.Y.

Exec. Vice-Pres.,
Director Radio, TV.....Pauline Hagen
Secretary.....Evelyn R. Jones
Dir. of Radio & TV.....Pauline Hagen
Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

DON ALLEN & ASSOCIATES, ADVERTISING

409 S.W. 13th, Portland 5, Oregon
Phone: CApitol 9445
ANPA—APA—PPA

President .....Don Allen
Vice President.....Irvin H. Walsh
Sec.-Treas.....Everett A. Mitchell
Production Manager.....Robert McCullough
Radio-TV Accounts: Benj. Franklin Fed'l Savings & Loan Assn.; Windolph Pontiac Co., Pontiac dealer, Portland, Ore.; Zell Bros., Jewelers, Portland, Ore.; A-J Aircraft Co.; Donwill Co.; Freightliner Corp.; Ketell Corp.; Mobilift Corp.; Mont Blanc Co.; Skyway Luggage Co.; Tradewinds Inc.; White Motor Co.; Windolph Tractor Co.; Wolf Radio & Supply Co.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg., Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA
ABC—NOAB—PPA

Partners.....Milton H. Reynolds, R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens
Radio Accounts: Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bakery Products); Byron Reed Company (Real Estate, Farm Management); Merchants Biscuit Company (Bakery Products); T. H. Maenner Company (Real Estate); United States National Bank; Fairmont Foods Co. (Poultry and Livestock Feed), Tekseed Hybrid Co. (Hybrid Corn), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery); Walnut Grove Products, Inc. (Livestock Feeds); Evans Laundry.
TV Accounts: Omaha Public Power District (Public Utility); Merchants Biscuit Co. (Bakery Products); P. F. Petersen Baking Co. (Bakery Products); Fairmont Foods Co.; United States Nat'l Bank.

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 7-7331

President.....W. Fehr Gardner
General Manager.....Stuart Heinemann
Space Buyer.....Maxine Blankenship
Art Director.....Jack Robbins
Production Manager.....Stuart Heinemann
Account Execs.....Dick Gardner, Milton Hoffman.
Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co. (Furniture & Appliances); Pavode Grande (Turkeys); Pridom Davis (Optometrist); Stylart Card Co. (Greeting Cards); Fisher's Compression Seal (Automatic Compression Seal); Dr. F. E. Campbell (Dental Services); United Radio & Appliance (Sporting Goods & Appliances); West Pico Furniture Co. (Furniture).
TV Accounts: Gold Furniture Co. (Furn. & Appliances); Dr. Pridham Davis (Optometrist); United Sporting Goods (Sporting Goods); Arden Farms (Dairy Products); Pavo de Grande (Turkeys).

ANDERSON & CAIRNS, INC.

488 Madison Avenue, New York 22, N. Y.
Phone: MU 8-5800
AAAA—ABP—ANPA—APA

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President.....John A. Cairns
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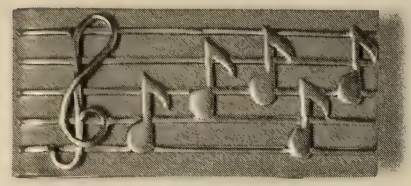

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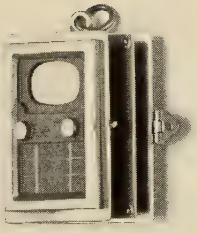

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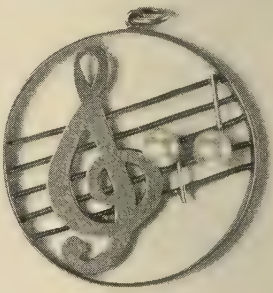

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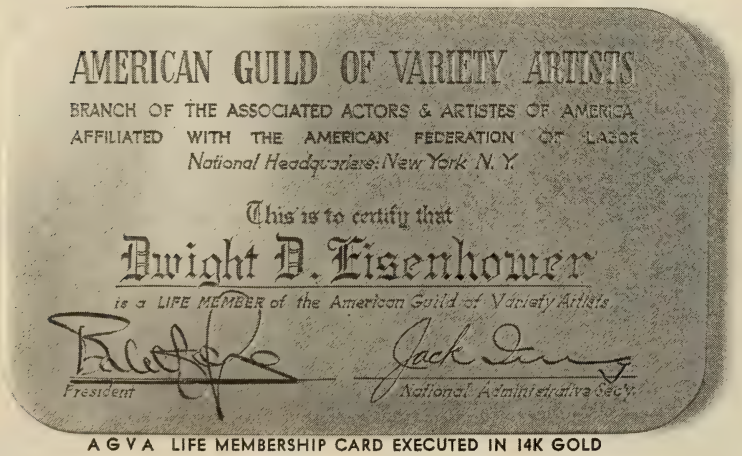

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TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.; Anchor Motors (Used Cars), Wilmington, Calif.

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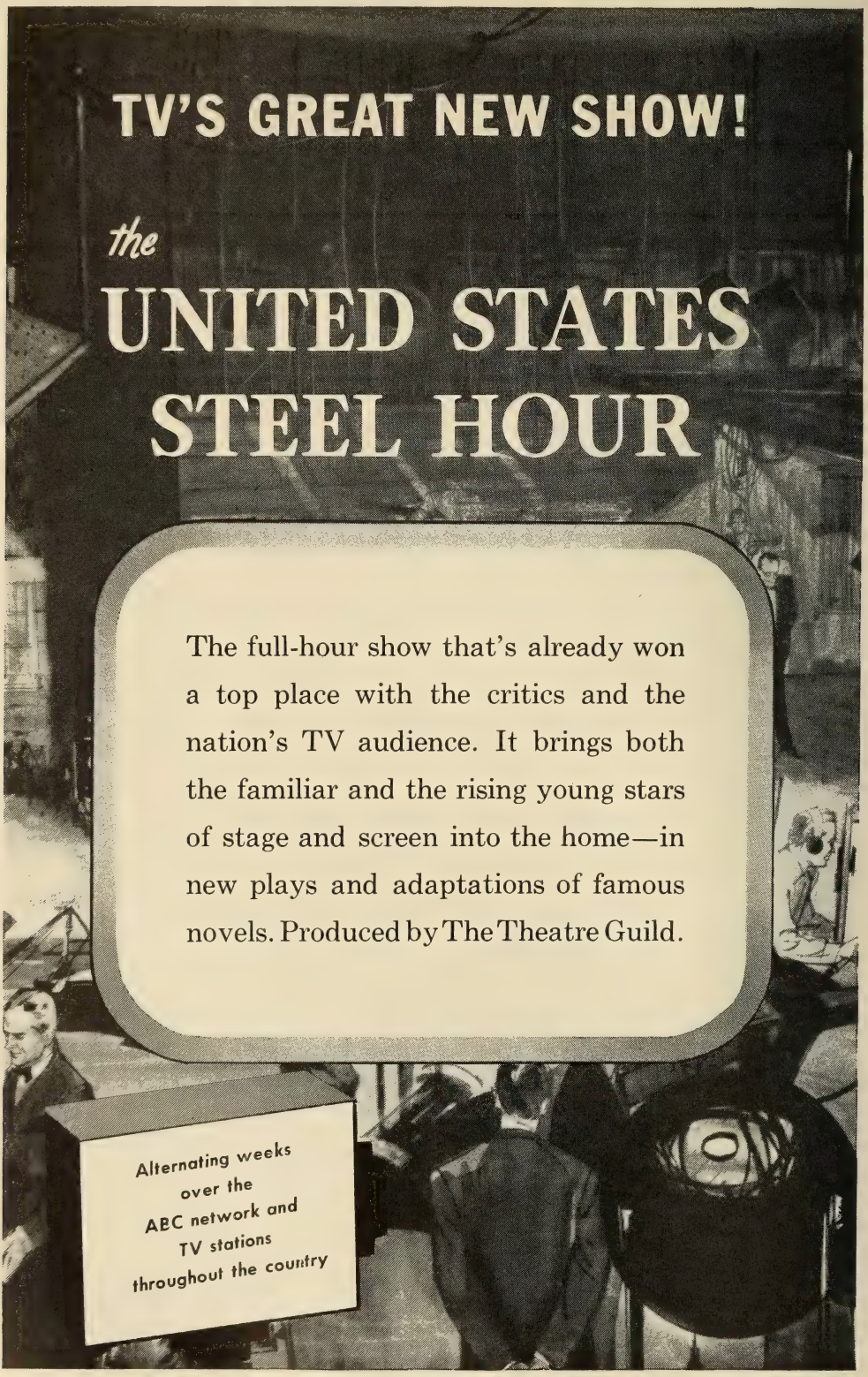
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TV Accounts: James Bute Company (Paint and Wallpaper), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Moncrief-Lenoir Mfg. Co. (Steel Products), Houston; Libbey, Owens, Ford Glass Co. (Corrulux Div.), Houston, Texas.

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TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; C. A. Durr Packing Co. (Meat), Utica, N. Y.; General Electric (Community Relations), Syracuse, N. Y.; Hosid Products (Glamur Upholstery Cleaner), Syracuse, N. Y.; Lincoln Bank (Commercial Bank), Syracuse, N. Y.; Procino-Rossi.

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Producer - Director - Writer

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TV Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Cream, Palmolive After Shave, Palmolive Soap), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings), Carter Products (Carter's Little Liver Pills, Nair), Anahist Company, Inc. (Super Anahist), Cantrell-Cochrane Corp. (Super Soft Drinks), Pillsbury Mills, Inc. (Duff's Mixes).

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TV Accounts: Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Ice Cream), Philadelphia, Pa.; D. G. Yuengling & Son, Inc. (Beer), Philadelphia, Pa.; C. F. Simonin's Sons, Inc. (Seazo Oil), Philadelphia, Pa.; Sanson Hosiery Mills, Inc. (Magic Stitch Stockings), New York, N. Y.

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TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility); The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

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TV Accounts: The Fidelity National Bank, Baton Rouge, La.; E. J. Gonzales Finance Co. (Loans), Baton Rouge, La.; The Capital Building & Loan Assn., Baton Rouge, La.; Community Coffee Co., Baton Rouge, La.; Kornmeyer Furniture Co., Baton Rouge, La.; United Credit Co. (Loans), Baton Rouge, La.

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Art Director.....Lazslo Razel

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

Radio-TV Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Your Lucky Star Lobster (Foods), New York, N. Y.

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Radio Program Prod.....Murray Bolen
TV Program Prod.....Murray Bolen
Hollywood Office Mgr.....Mary Edith Stahl
West Coast Pub. Mgr.....Jean Meredith

91 Yonge Street, Toronto, Canada
William H. Fleischman

Radio Accounts: Association of American Railroads; General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Raisin Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell); The Procter & Gamble Company (Tide, Camay, Ivory Snow, Prell, The White Naptha); The Best Foods Company (Hellman's Mayonnaise, Best Foods Mayonnaise, Nucoa, H-O Oats, Presto, Farina, Old Homestead French Dressing); The AVCO Manufacturing Corp.—Crosley Division (Crosley Electric Ranges, Freezers, Dishwashers, Air Conditioners, Complete Kitchens, Shelvador Refrigerators); The Pepperell Manufacturing Co.; American Express (Travelers Cheques); Norwich Pharmacal Co. (Pepto-Bismol, Unguentine, Zemacol, Norwich Aspririn); Brewing Corp. of America (Carling's Red Cap Ale); Benson & Hedges (Parliament Cigarettes, Virginia Rounds Cigarettes); French Government Tourist Office; American Express Company (Travelers Cheques, Money Orders); Brewing Corp. of America (Carling's Red Cap Ale); Diamond Crystal Salt Company; Diamond Match Company (Toilet Tissue, Waxed Paper, Matches); M & R Dietetic Laboratories, Inc., Food Products Division; Mutual Life Insurance Company of New York.

TV Accounts: General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt, Instant Maxwell House Coffee, Bliss Coffee, Baker's Chocolate, 4-in-1 Cocoa Mix, Certo, Yuban Coffee, Gaines Dog Food); Procter & Gamble Company (Tide, Camay, Prell, Ivory Snow); The AVCO Manufacturing Corp.—Crosley Division (Crosley Electric Ranges, Shelvador Refrigerators, Freezers, Complete Kitchens, Dishwashers, Air Conditioners); The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina, Sandwich Spread, Horseradish, Mustard, Fannings Bread and Butter Pickles, Old Homestead French Dressing); Norwich Pharmacal Company (Pepto-Bismol, Norwich Aspirin); Brewing Corp. of America (Carling's Red Cap Ale); Benson & Hedges (Parliament Cigarettes); American Express Company (Travelers Cheques, Money Orders); Continental Oil Company (Conoco Petroleum Products) Diamond Crystal Salt Company; Diamond Match Company (Waxed Paper); General Electric Company, Chemical Dept. (Plastics & Chemicals); M & R Dietetic Laboratories, Inc., Food Products Division; Pepperell Manufacturing Company (Sheets, Blankets).

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Secretary .....Florence Berger
Space Buyer.....Jane Ellenbogen
Account Executive.....Sidney Rosendorf
Production Manager.....Gilbert Tockerman

Radio-TV Accounts: Pilot Radio Corp., Long Island City, N. Y.; Toffenetti Restaurant, N. Y. C.; Orpheum Shops, N. Y. C.

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Secretary.....Frances H. Berghoff
Art Director.....Daniel Miller
Research Dept.....Marilyn Livermore

Radio Accounts: Baby Line Furniture Co., Southwest Steel Rolling Mills, Pride Products Company, Art Metal Appliance Co., Sey-Co Products, Van-Rex Gourmet Foods, Phillip E. Green Company, Alladin Plastics.

TV Accounts: Baby Line Furniture Co., Southwest Steel Rolling Mills, The Teevee Company, Art Metal Appliance Co., Phillip E. Green Co., Rose Enterprises, Van-Rex Gourmet Foods, Anthony Distributors.

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Directors .....Herbert Lorentzen, James Walker, Porter F. Leach
Radio, TV Director.....John H. McNeil
Production Manager....Robert E. Rosegren

Radio Accounts: Griffin Mfg. Co., Inc. (Shoe Polish); Pilgrim (Laundry Service); Whitbread & Co., Ltd. (Imported Ale & Stout), London, England; Aerolineas Agentinas (Airlines).

TV Accounts: Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

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Sylvester J. Bernstein
Art Director.....Morris Brodis

Radio Accounts: Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

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Radio, TV Directors.....Richard B. Best, Shepard Chartoc

Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milnar Products Co. (Pine-Sol, Anti-K & Gala Powder Bleach), Jackson; Helene Curtis Industries, Inc. (Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago.

TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago; Necchi Distributors of Illinois, Chicago; Tote-Brush, Inc. (Toothbrushes), Chicago.

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Executive .....Norman Mork
1606 N. Argyle Ave., Hollywood 28, Calif.
Phone: HEmpstead 2377
Executive .....Jack Runyon

Accounts: American Home Products, Whitehall Division (Kolynos, Kolynos with Chlorophyll, Freezone, Melcalose, Anacin, Heet; Bond Clothes; American President Lines; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Ansco, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Spud and Dunhill, Bond Street Tobacco); National Distillers Products Corp. (PM); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel, Pert, Shasta, Fluffo); Jacob Ruppert Brewing Co. (Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.; Armstrong Tire Co.

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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Bank of California, Seattle, Wash.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; The Emporium (Department Store), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Phone: Jordan 4-5888
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Radio Time Buyer.....Ruth A. Speelman

Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour.

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V.-P. & Manager.....M. O. Rike, Jr.

702 Sheraton Bldg., Washington, D. C.
Phone: Sterling 2406
Manager .....Don Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; General Appliance Co., Omaha; Livestock Nat'l Bank, Omaha; Major Appliance, Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Northwestern Tel. Co., Freeport, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Natl. Bank, Omaha; General Appliance Co., Omoha; Livestock Natl. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Pfaff Sewing Machine Co., Chicago; Earl Hayes Chevrolet Co., Dallas, Tex.; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas.

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Secretary.....Frances N. Goodwin
Time Buyer.....John A. Lorimer

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President .....Michael Brand

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Sec.-Treas.....A. R. Monroe
Production .....June Brantley
Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. Cosmetics), Free Enterprise Train.

TV Accounts: Caroline Beverage Corp. (Wine).

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Phone: HOward 134
ABP—ANPA—APA

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Vice-President .....Victor G. Geisel
Vice-President .....Blaine Williams

Radio Accounts: Woodlot Seed Co., Norway, Mich.; Fairmon Foods, Green Bay, Wisconsin; WBAY and WBAY-TV, Green Bay, Wisconsin; D. J. Murray Mfg. Co., Wausau, Wisconsin; Miller Elecric Mfg. Co., Appleton, Wisconsin.

TV Accounts: Fairmont Foods, Green Bay, Wisconsin.

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Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....T. E. Light
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Prod.-Traffic Mgr.....Jules P. Daniel
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Dir. Research.....Charles Roach
Public Relations Dir.....Robert Hoffman
Controller .....Bryant Miley

Branch Offices
350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, Oakland, Calif.; San Francisco, Examiner.

TV Accounts: Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Pict-Sweet Foods, Inc., Mount Vernon, Wash.; California Dairy Industry Advisory Board; San Francisco Milk Industry; East Bay Producers' Milk Council, Oakland, Calif.; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

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170 S. Beverly Dr., Beverly Hills, Calif.
Phone: Bradshaw 2-4840

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Production Manager.....John G. Fryer
Office Manager.....Betty Lester

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; World Vision, Inc., Los Angeles, Calif.; King's Ambassador, Los Angeles, Calif.; Radio Missionary Movement, Inc., Los Angeles, Calif.; Dr. William W. Orr, Altadena, Calif.

TV Accounts: Bible Institute of Los Angeles.

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TV Accounts: Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co.

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Time Buyer.....A. R. Brooks
Secretary .....Barbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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Radio & TV Director...Kenneth G. Manuel

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TV Director.....David Davidow
Mdse. Director.....Herbert Gold

Branch Office
532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-1153

Manager .....Howard Blake

Radio Accounts: North American Accident Insurance Co., Fashion Frocks, SitRoux Tissues.

TV Accounts: Walter H. Johnson Candy Co., Chicago; Fashion Frocks, Inc., Cincinnati; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York.

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Branch Offices
451 N. La Cienega Blvd., Hollywood, Cal.
Phone: CRestview 5-5231
155 Montgomery Street, San Francisco
Phone: YUkon 6-2927

Radio Accounts: Reynolds Metals Co., Eskimo Pie Corp., Acousticon, Air France, New York Paramount Theatre, Western Airlines Inc., Wilbur Clark's Desert Inn, Paramount Pictures Corp., Tidewater Associated Oil Co., Newport Soap Co.

TV Accounts: Lional Corp., Eskimo Pie Corp., New York; Paramount Theatre, Paramount Pictures, Western Airlines Inc., Wilbur Clark's Desert Inn, Tidewater Associated Oil Co., Regent Canned Food, Newport Soap Co.

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Production Manager.....Don Rubin
Media Manager.....Fred Walder
Acct. Executives.....S. Grossman, M. Harvis, S. Brichta

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TV Account: Blue Crown Spark Plug Co., Chicago, Ill.; Bulk Petroleum Co., Chicago, Ill.

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Phone: HOllywood 4-7374
Manager .....William Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Produtcs), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.

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Account Executives. Reg Testement, Herbert Wise, W. P. Brown, F. W. Munro, Jr.; Nicholas Popa, Gene Hameroff

Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambrinus beer and Augustiner beer), Columbus, O.; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Foods (potato chips), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

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Media Director.....Kay Chille

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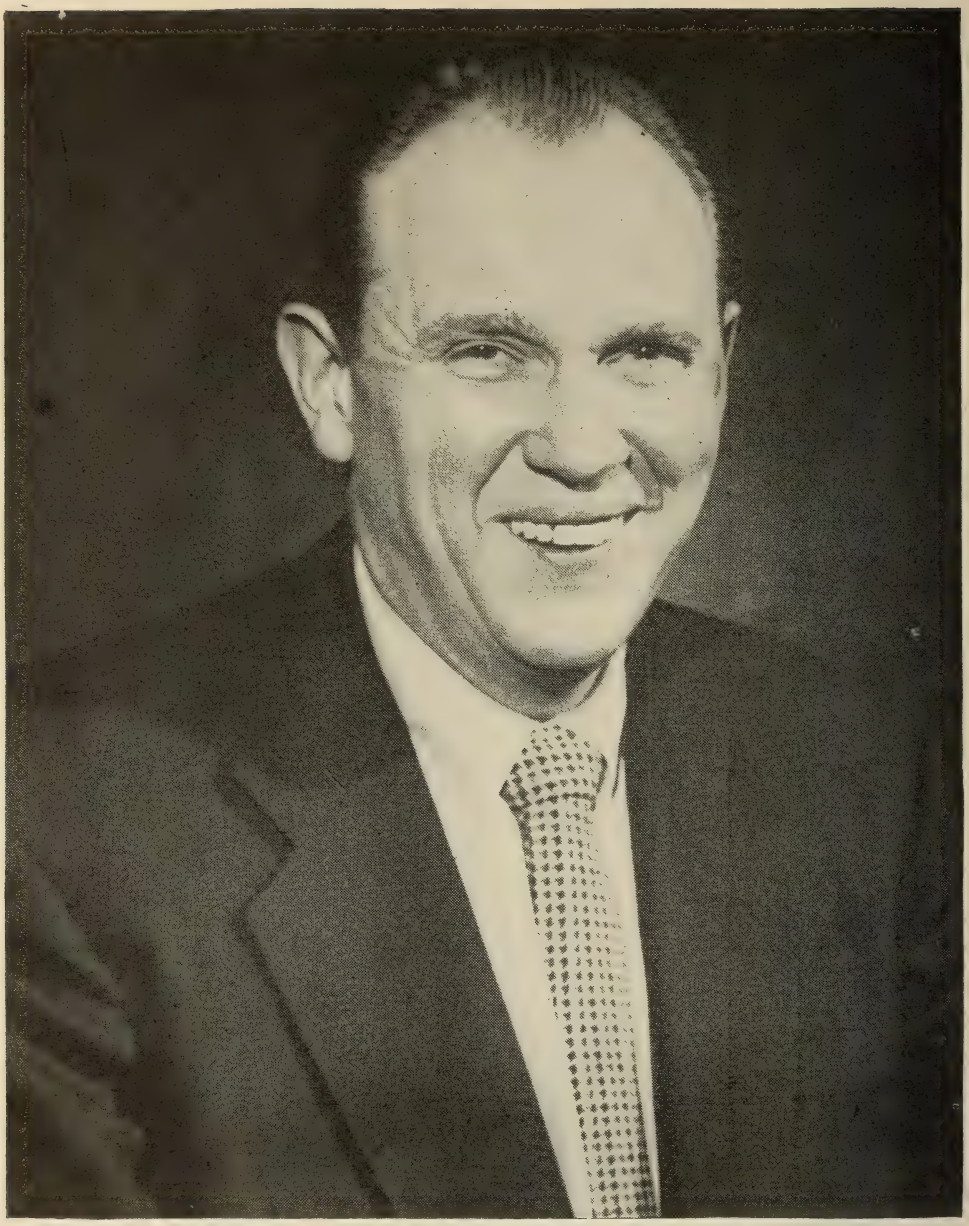

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TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston.

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Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Popular Club Beverage Co., Styleplus Clothes.

TV Accounts: Eutaw Savings Bank, Baltimore; Hanline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Fidelity Trust Co., Hirshberg Paint Co., Popular Club Beverage Co., Modern House, Styleplus Clothes.

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TV Accounts: A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Crane & Company (stationery), Dalton, Mass.; Newcomb Audio Products, Inc. (Hi-Fi), Hollywood, Calif.; Eppens-Smith Company (coffee & tea), Long Island City, N. Y.

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TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Local Metropolitan Chevrolet Dealer Groups.

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Vice-President .....Phelps Johnston
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TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Mnin.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l Bank, Minneapolis, Minn.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Land O'Lakes Creameries, Inc. (Dairy Products), Minneapolis, Minn.; Pillsbury Mills, Inc. (Oven-Ready Biscuits), Minneapolis, Minn.

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Art Director.....Robert Hersch
Account Executive.....Bernard Binnick

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Exec. Vice-President.....William G. Rowe
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Vice-Pres.....Marvin Casmir
Copy Chief.....Harriet Carter
Art Directors.....William E. Burgess, Owen Scott
TV Accounts: D'amico Fifth Avenue (Beauty Consultant), Artists' Guild of America (Talent School).

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Donna Quigley
Copy Chief.....Fred Laderman
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TV Accounts: Chesebrough Mfg. Co., The Wall-Tex Co., Miracle Adhesive Corp.

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Radio-TV Dir.....J. Frank Gilday
Exec. Prod. TV.....W. C. Patterson
Time Buyer.....Herbert Gruber

Branch Office
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Manager.....R. L. Lowander
Radio Accounts: The Block Drug Co., Inc. (Am-i-dent, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts, Hy-Gro, B-Brand Insecticide), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, Ever-Ready Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Topps Chewing Gum (Chewing Gum and Candy), Brooklyn, N. Y.; Union Dime Savings Bank, N. Y. C.; Whitehall Pharmacal Co.; Edna Wallace Hopper, N. Y. C.
TV Accounts: Block Drug Company, Inc. (Amm-i-dent, Polident, Poligrip, Py-Co-Pay, Green Mint Mouth Wash), Jersey City, N. J.; The Electric Auto-Lite Co. (Spark Plugs, Batteries and parts), Toledo, Ohio; McCormick & Co. (Tea, Spices, Extracts), Baltimore, Md.; The Nestle Company, Inc. (Cookie-Mix, EverReady Cocoa, Bars, Quick, Semi-Sweet), White Plains, N. Y.; Philip Morris & Co., Ltd. (Marlboro, Philip Morris), N. Y. C.; Redtop Brewing Company (Redtop Beer & Ale, 20 Grand Ale), Cincinnati, Ohio; Sylvania Electric Prod., Inc. (TV Sets, Fluorescent Lighting Fixtures, Photo Lamps, parts), N. Y. C.; Whitehall Pharmacal Co., Edna Wallace Hopper, N.Y.C.

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Phone: 6-4942
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Secy.-Treas.....Richard H. Leiper
Space & Time Buyer.....Sara Kelly
Art., Prod. Mgr., Copy Chief, Radio-TV Talent Buyer.....Richard H. Leiper
Radio Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.
TV Accounts: Fleetwood Coffee Co., Chattanooga, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone: WAbash 2-5732
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Pres. & Space Buyer.....J. L. Wade
Radio Director.....Simon Levin
Radio & TV Accounts: Advance Spectacle Co., American Products Corp., Art Publishing Co., D-Frost-O-Matic Corp., Diamond Motto Co., Empire Merchandise Corp., Lee Novelty Co., Simons Shoes, Winkler & Co., Owen Wood.

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Media Director.....Edward B. Pope

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Copy Chief & Secy.....Sara Nolan
Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal.

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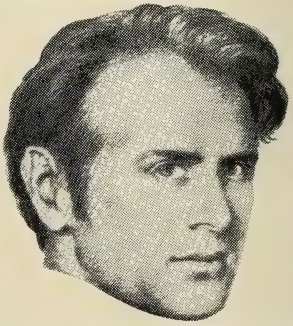

Cecil Stewart

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V.P. & Direc. of Radio TV..Robert H. Smith
Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

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TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.

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TV Accounts: Bruno-New York, Inc. (Appliances); Star Time; Rootie Kazootie; N. Y. County Democratic Committee.

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Manager .....Richard Davis

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Phone: Hollywood 9-8107
V.P. & Mgr.....James Seaborne

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Partner.....H. Earl Close
Partner.....Frank J. Hess
Dir. of Marketing & Research.....T. Sloane Palmer
Director of Media.....Robert Williams
Account Executives.....L. W. Simonds, John B. Morton, Sterling J. Hiles, William J. Daley, Jr., Grant F. Hess, George B. Conner, J. Roderick Greig, William L. Conner, Jr., Robert H. Hedger
Radio-TV Director.....Duane J. Miller

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Coca-Cola Bottling Co. of West N. Y.

TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; O-Cel-O,

Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Coca-Cola Bottling Company of Western, N. Y., Inc. (Coca-Cola), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Buffalo, N. Y.

CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.
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ABP—ANPA—APA—PPA

President.....E. W. Conner
Exec. Vice-President.....Shirley Walker
Vice-President.....J. H. Jackson
Treasurer.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Manager.....Marie Scholtz
Media Buyer.....Billie Grove

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; The Fox Shoppe (Restaurant, Redwood City, Calif.; Douglas Shaw Candies (Confections), San Francisco, Calif.; Western Dairy Prod.; California Turkey Federation.

TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: Garfield 3456
AAAA—ABP—ANPA

Pres.....Thomas F. Conroy
General Manager.....D. Guthridge
Creative Director.....C. B. Foll
Personnel Dir.....F. E. Weinholt
Media Dir.....Robert M. Richards
Art Director.....E. E. Ogilvie

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Comal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Sommers Drug Stores (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Mode-O-Day (Ladies Ready-to-Wear), San Antonio, Texas; Ormsby Chevrolet Co. (Automobiles), San Antonio, Texas; Texas Central Airlines (Airline), San Antonio, Texas; H. E. Butt Food Stores (Food Stores Chain), San Antonio, Texas.

TV Accounts: Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Sommers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Arthur Murray (Dancing School), San Antonio, Texas; Randall-Christal Co. (Food Brokers), San Antonio, Texas.

CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.
Phone: MUrray Hill 9-1440

President.....Lester "L" Wolff
Treasurer.....Irving Herz
Vice-President.....Matty Miller
Dir. TV & Radio.....Charlotte Armstrong

COX & TANZ ADVERTISING

950 Drexel Bldg., Philadelphia 6, Pa.
Phone: Lombard 3-1720

President.....Eugene R. Tanz
Office Manager.....R. Di Carlo
Copy Chief.....J. Kirkconnell
Art Director.....R. Rivers
Time Buyer.....R. Di Carlo
Research Director.....L. Louzon

Radio Accounts: Badder and Snoke (Jarman Shoes); Colonial Floor Covering; ABC Chick Hatchery (Baby Chicks); Brooklawn Garden Mart (Flowers); Jim Brady (Shoes); Crowl Chemical Co. (Cough Remedy); Crescent Nut & Chocolate Co.; Van Sciver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Export-Import Clothing Co.; Miller North Broad Storage Company.

TV Accounts: Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-0940
ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-Presidents.....James F. Kelly, J. Clement Boyd, Stuart D. Cowan, Jr., Wm. A. Boeger, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York; Bankers Trust Co., Lone Star Cement Co., Seamless Rubber Co., Raytheon Mfg. Co. (R-TV Div.).

TV Accounts: Raytheon Mfg. Co. (R-TV Div.).

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185
ABP—ANPA—AAAA—AFA

President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Account Executives.....Donald B. Madden, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice

& Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.; Home Sales, Inc. (Housing), Newark, Del.

TV Accounts: Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Services, Inc.; Home Sales, Inc. (Housing), Newark, Del.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 1, Wis.
Phone: DAly 8-3500
AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm, R. F. Timm, N. L. Telander
Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand, K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Blue Cross (Hospital Plan); Humphrey Chevrolet; Schroeder Hotel; Wisconsin Telephone Co.; W. B. Place Co. (Deerhide Products).

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Blue Cross; Evinrude Motors (Outboard Motors); Heil Co. (Heating Equipment); Humphrey Chevrolet; Wisconsin Plumbing & Heating Co.

CREAMER & COMPANY

6777 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 4137
ANPA

Media Buyer.....Edward Loveton
Production Chief.....J. J. Franz, Jr.
TV Director.....Chas. Hutchings

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-3061
ANPA—APA—PPA—NOAB—ABP

President.....E. P. Nesbitt
V.P., Radio-TV.....R. D. Cunningham
Vice-President.....P. J. Johnson
Secretary.....C. J. Nesbitt
Media Director.....E. Groenboom

CRUTTENDEN & EGER

201 No. Wells St., Chicago 3, Ill.
Phone: FInancial 6-3630
ABP

Partners....Leon H. Lewis, George M. Stern

Radio Accounts: Midwest Dairy Products Corp., Chicago, Ill.; Hudson-Ross (Retail Appliances), Chicago, Ill.

TV Accounts: Midwest Dairy Products Corp., Chicago, Ill.

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 3-4900
AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

Pres., Treas.....F. H. Walsh
Exec. Vice-President.....J. P. Cunningham
Secretary.....R. L. Strobridge

Branch Office
8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Northwest Orient Airlines, E. R. Squibb & Son.

TV Accounts: Sunshine Biscuits; Permutit (Water Softener, Northwest Orient Airlines, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

CURTIS ADVERTISING COMPANY

270 Park Ave., New York, N. Y.
Phone: PLaza 5-6333
ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Combs
Secy.-Treas.....Rose Berg
Art Director.....J. Curtin
Prod. Mgr., Space Buyer.....M. Lerman
Publicity Director.....I. Nichols
Radio-TV Dir.....E. R. Shapiro
Research Dir.....R. Blumenthal

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Dir Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories Colorfilm; Circle In The Square; Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Flora Mir Candy; Fotoshops, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Three Star Appliances; Webb & Knapp, Inc.

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600
AAAA—ANPA—APA—PPA

Chm. of Bd.....C. L. Fitzgerald
President.....H. M. Dancer
Vice-Pres.-Secy.....F. T. Leighty
Compt. & Asst. Treas.....Wm. Maughan
V.P. Radio-TV Dir.....Alvin Kabaker
V.P.s & Acct. Execs.....C. T. Birch, Lyndon O. Brown, Ramon J. Cabrera, R. R. Etienne, Charles C. Fitzmorris, Jr., Joseph H. Holmes, Jr., W. A. Irwin, Gordon Johnson, David Loomis, H. A. Mat-

toon, Donald Manchester, J. James Neale, Victor Piotrowski, Richard A. Porter, Frank N. Riggio, A. W. Spence, Jr., George G. Tormey, Clifford Wolfe, S. J. Hamilton, Stuart Upson

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V.P. & Acct. Exec.....E. R. Detchon
1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256
V.P.-Mgr. .....Al Kabaker
Dancer-Fitzgerald-McDougall, Inc.
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107
Vice-President.....W. B. Dugan
6 King Street East, Toronto 1, Ontario
Phone: EMpire 3-2851
Manager .....Gilbert Nunns

Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, U. S. Air Force and Organized Reserve Corps Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABP—ANPA—NOAB—PPA
Chairman of the Board.....P. J. Orthwein
President.....J. F. Oberwinder
Vice-Pres.-Treasurer..... .E. D. Cronk

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600
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V.P., Radio-TV Director.....Paul Louis
Terminal Tower Bldg., Cleveland 13, O.
Phone: TOwn 1-3911
Vice-President.....Stanley P. Seward
57 Bloor St. W., Toronto, Ontario, Can.
Phone: Princess 3991
Vice-President.....G. P. Altenbernd
75 Eighth St. N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President.....J. Hixon Kinsella

Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: MAin 0790-1
PPA—NOAB—APA
Pres., Space Buyer.....James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

Radio Accounts: St. Louis Dairy Co.; Vi-Jon Laboratories, Inc.; Pepsi-Cola Bottlers of St. Louis, Inc.

TV Accounts: General Electric Supply Corp.; St. Louis Dairy Co.; Pepsi-Cola Botlers of St. Louis, Inc.; Armour and Co.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP
Owner .....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

HERSCHEL Z. DEUTSCH & CO., INC.

575 Madison Ave., New York 25, N. Y.
Phone: PLaza 3-1788
ABP
President .....Herschel Z. Deutsch
Secty.....M. A. Deutsch
Treas. .....Robert Stone
Research Dir.....Shirley Walode
Media Director.....Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8), Stamford, Conn.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 36, N. Y.
Phone: LOngacre 4-5900
ABP—APA—AAAA—ANPA
President.....Arnold R. Deutsch
Vice-President.....Van M. Evans
Secretary .....Henry Geissenheimer
Production Mgr.....Richard Gazley
Space Buyer.....Erwin Lowen

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295
APA—SNPA
Owner-Radio Buyer....Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA
Partners..Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

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350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
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NOAB—PPA—AFA
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Exec. V.P., Secty.....William E. Steers
Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....William E. Holden, Chester MacCracken, James F. Egan, Harry

M. Ireland, Dr. Philip Reichert, Robert Hayes, Robert E. Shaw, R. C. Bradley, Frank Dennis, R. Fehr, N. W. Glenn, A. M. Menadier
Dir. of Radio & TV.....Chester MacCracken
Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York; Pharmaco, Inc. (Feen-A-Mint), Kenilworth, N. J.
TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee); Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream—Div. the Borden Co., N. Y. C.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: RIchmond 3-111-3
ABP—APA—SNPA
Pres.-Treas.-Space Buyer (News)
Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer
Malcolm B. Dombrower
Art Director.....Hobart Britton
Radio Dir.....T. Michaux Moody
Media & Space Buyer (Mag.)..Phyllis King
Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 7-1420
Manager .....Philip Rosenfeld
Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.; East Coast Freight Lines, Richmond, Va.; Home Brewing Co., Richmond; Planters Fertilizer Co., Charleston, S. C.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-2772
President.....E. J. Churchill
Dir. Motion Picture, Radio & TV Div.....A. Carl Rigrod
Time Buyer.....Clifford Botway
Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAin 5662
Vice-President.....H. L. Morrill
Radio Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Loew's Inc. (Motion Pictures, Loew's Theatres) New York, N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York World-Telegram & Son (Newspaper), New York, N. Y.; River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; State of Israel Bonds; Miles Shoes.
TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; General Cigar Company (Robt. Burns Cigar), New York, N. Y.; Loew's, Inc. (Loew's Theatres), New York, N. Y.; Metro-Goldwyn-Mayer (Motion Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400
ABP—ANPA—PPA
President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President .....Felix Hower
Secretary & Art Dir.....Ben Goldstein
Branch Office
201 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676
Exec. Vice-Pres.....Marvin H. Frank
Branch Office
2051 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315
Gen. Mgr., V.P.....Marvin H. Frank
Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; Michigan Wineries (radio & TV) (Wines), Paw Paw, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich., Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.
TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; Cherrin Bros. Co. (Party Sweet Candies), Detroit, Mich; D. W. Cigar Corp. (Elverso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700
Chairman of Board.....Wm. H. Long, Jr.

Vice-Board Chairman...Walter H. Burnham
Radio & TV Dir.....Edwin R. Rooney, Jr.
Branch Offices
208 LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132
V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770
Senior Vice-Pres.....W. J. Sheehan
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080
V.P. .....Ronald Brindley

Radio Accounts: Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelpha; Provident Trust Co. of Philadelphia (Bank), Philadelphia; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco.

TV Accounts: Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston; The Wellington Co. (Brokerage), Philadelphia; Smith, Kline & French (Pharmaceuticals), Philadelphia; Standard Coil, Chicago.

DOREMUS-ESHLEMAN COMPANY

1522 Locust St., Philadelphia 2, Pa.
Phone: KIngsley 5-2590
ABP—ANPA—PPA—APA—NOAB
V.P. .....Benjamin Eshleman
Vice-Pres. & Mgr.....E. Howard York, III
V.P.....B. Franklin Eshleman, II
V.P.....L. H. Greenhouse
V.P.....J. J. D. Spillan
Dir. of Media.....Jos. R. Rollins, Jr.

Radio Accounts: Sears Roebuck & Co. (mail order), Philadelphia, Pa.; Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Provident Trust Co. (bank), Philadelphia, Pa.; Wellington Fund (mutual investment), Philadelphia, Pa.; Allan Wood Co. (steel fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Smith Kline & French (pharmaceutical), Philadelphia, Pa.; Wellington Fund (mutual investments), Philadelphia, Pa.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NOAB—PPA
Radio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer..Charles Bucklin
Branch Offices
*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275
President.....John C. Dowd

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Company (Soft Drinks), Manchester, N. H.; Megowen-Educator Food Company (Crackers & Biscuits), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Northeast Airlines, Inc. (Airlines), East Boston, Mass.; Paine Furniture Co. (Furniture), Boston, Mass.; Pepsinic Seltzer, Inc. (Drugs), Jamaica Plain, Mass.; Workingmen's Cooperative Bank (Banking), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1275
APA—PPA—ABP—ANPA
President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Treasurer.....Edward D. Parent
V.P., Gen. Mgr.....Michael A. Raymond
Radio-TV Director.....Wallace Lancton

Radio Accounts: Block Drug Company (various drug products), Jersey City; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Stahl-Meyer, Inc.

(meat products), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone: WO 2-8246

Owner.....L. Jerome DuMahaut
Pers. Dir.-Off. Mgr.....Hazel R. Belman
Copy Chief.....G. B. Deery

DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.
Phone: PLaza 7-0750

President .....Ben Frank
Treas. & Sec.....Harold Dundes
Space Buyer.....Daisy Grosswirth

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-1400
NOAB—PPA—APA—ABC

President.....Roy S. Durstine
Vice-Presidents.....Wm. E. Dempster, John Malone, Jr., Ralph D. Allum, J. R. Gilman
Treasurer.....T. Arnold Rau
Head Art Dir.....Harvey A. Spooner
Art Director.....J. Burton Stevens
Radio-TV Time Buyer.....Maria Carayas
Radio Prod.....Hubert Wilkie

Branch Offices
3440 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 8-3411

Exec.-in-Charge.....William D. Sloan

156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917

Exec.-in-Charge.....Robert B. England

Radio Accounts: Sylvania Electric Products, Inc. (Radio & Television Division) (television sets, radios, radio clocks), Buffalo, N. Y.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers. gifts), San Francisco, Calif.; American Cyanamid Company (Superset), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone: MAdison 2921

Owner.....Adam F. Eby
Treasurer .....Virginia Eby

Radio Accounts: Sports Show (Show), Buffalo, N. Y.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Murray's Potato Chips, Ft. Erie, Ont.; Lang's Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

TV Accounts: S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Lang's Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
Phone: ANdover 3-3867
ABP

President .....Edward Edelstein
Vice-President .....Irving Karlin

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4300
ANPA—APA—NOAB—PPA—ABC

President.....Jesse T. Ellington
Vice-Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles W. Marshall, Chauncey L. Landon, Van Davis, William A. Bartel
Treasurer.....Gordon M. Kingman
Exec. Dir. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears).

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
Phone: Cl. 6780
ABP—ANPA—APA—NOAB—PPA

Partners.....Michael F. Ellis, Jerome R. Ellis
Radio Director.....Joanne Taylor
TV Director.....Marcia Daggett

Branch Offices
77 York St. W., Toronto, Ont.
Phone: Wa 9902

Manager .....Al May

Ford Bldg., Vancouver, B. C.
Phone: Ma 2631

Manager.....W. Val Warren

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N.W., Washington 6, D. C.
Phone: Sterling 3-2222

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President .....Rudy Vallee

Secretary-Treasurer.....Melvin Alan Bank
Radio-TV Director.....Margot Phillips
TV Film Director.....Robert L. Friend

Branch Offices
270 Park Ave., New York, N. Y.
Phone: PLaza 5-4952
Vice-Pres. .....Howard Enders
6611 Santa Monica Blvd., Hollywood, Calif.
Phone: HIllside 6118
Manager .....John Swallow

Radio Accounts: Amvets (American Veterans of World War Two), Georges Radio & Television Co., Government Services, Inc., Washington, D. C.; Travel Inc., Washington, D. C.; McCoy's (Radio, Television & Appliances), Washington, D. C.; Goodwill Industries of America, Inc.; Aircoach Transport Assoc., Phillips, National Safe Drivers Association, Randolph D. Rouse Enterprises, Modern Vacuum, Buchanan Hearing Aids, Standard Gas Appliances, Public Service Contractors, William Bonbrest Distributors.

TV Accounts: George's Radio & Television Co., Goodwill Industries of America, Inc.; National Paint, Varnish & Lacquer Assoc.; Aircoach Transport Association, National Safe Drivers Association, Randolph D. Rouse Enterprises, Modern Vacuum, Buchanan Hearing Aid Company.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7220
ANPA—PPA—APA—NOAB
President & Treasurer.....Frank L. Engel
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. L. Rumry

Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
Phone: Ph. 3-2613
President.....E. E. Anderson
Vice-President .....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Fresno Macaroni Co., Perfection Macaroni Sauce.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700
AAAA—ANPA—APA—NOAB—PPA
APB—ABC
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President.....Howard D. Williams
Exec. V.P. & Secy.....George E Wasey
Asst. to Pres.....David B. Williams
Treasurer.....James F. O'Connor
Business Mgr. Media.....Keith B. Shaffer
Dir. Radio-TV Creative Prod..Michael Levin
Radio Dir. (L. A.).....Robert L. Redd
Time Buyer (L. A.).....Glen Bohannan
Meda Dir. (Chicago).....John Gwynn

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Manager.....L. R. Northrup
5045 Wilshire Blvd., Los Angeles 36, Calif.
Exec. Vice-Pres.....Emmett C. McGaughey
523 Marquette Bldg., Minneapolis 2, Minn.
President .....Mac Martin
1st National Bank Bldg., Oklahoma City, Ok.
President.....Howard D. Williams
1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson
1121 St. Catherine St. W., Montreal, Que., Canada
Manager.....Ralph L. Lawson

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; KRO Company (Rodenticides), Springfield, O.; Jacob Ries Bottling Works (Soft Drinks), Minneapolis, Minn.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O ; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: OXford 7-1600
AAAA—ABC—ABP—ANPA—AFA
President.....James J. Houlahan
Exec. V.P.....G. I. Chatfield
Vice President.....Dr. Wallace H. Wulfeck
Secretary-Treasurer.....E. H. Cummings
V.P. Chg. TV Prog.....Samuel Northcross
Radio Director.....Wendell Adams
V.P. Chg. TV Commercial..Stanley A. Lomas

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Exec. Prod.-Dir.....Arnold J. Wester

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin, Inc.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co.

("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners.....Albert Evans, Jr., Stanley Schlenther

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Southwest Div.).

TV Accounts: Williamson Dickie Mfg. Co.; Foremost Dairies.

EVANS-WORK ADV. AGENCY

624 East Capitol Ave., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig

Radio Accounts: Arch Wilson, Inc., B & F Toggery, Bootery, Bridge Jewelry Co., Camera Shop, Capital Wood Works, Community Bakery, Constantino Packing Co., Ray's Brand Products, Dellert's Paints, Faultless Milling Company, Fink's Cleaners, Graham's, Jack Harman, Kennedy's Laundry & Dry Cleaners, Lincoln Trail Turkey Farm, Henry Nelch & Son, Public Super Market, Punzak Air Conditioning & Heating Co., Quality Dairy, Rolands, Royal Crown Bottling Co., Security Federal Savings & Loan, Senate Theatre, Springfield Motors, Swanson's Camera Shop, Woodward & McCullough Jewelers, Abraham Lincoln Hotel, LaBonte's Luggage Shop, Schlitt Hardware, Vredenburgh Lumber Co., Jonny's Rexall Drug Store.

TV Accounts: First National Bank, Barker-Lubin Company.

EWELL & THURBER ASSOCIATES

23 East Jackson Blvd., Chicago 4, Ill.
Phone: WEbster 9-0911

President.....James Cady Ewell
Vice-President.....C. E. Rickerd
Copy Director.....St. Clair Carver
Production Manager.....Bruce Guest
Radio Director.....A. J. Engelhardt

Branch Offices

520 Madison Ave., Toledo 4, Ohio
Phone: Main 8205

Exec. Vice-Pres.....Hal H. Thurber

270 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2770

Vice-President .....Steve Mudge

6671 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4994

Manager .....Ernest Belt

Radio & TV Accounts: Chicago, Indianapolis & Louisville Railway Co.; Great China Food Products Co.; Ideal Dog Food; Juergens & Anderson Co.; Nicolay-Dancey, Inc.; Ostermoor & Co., Inc.; Pullman Couch Co.; Rap-in-Wax Paper Co.; Sanford Ink Co.; Straub, W. F., & Co.; Super Foods Merchandising; Willys-Overland Export Co.; Willys Motors, Inc.; Wilson & Company; Wilson Sporting Goods Co.

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crimmins

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536
ABP—ANPA—NOAP

Partner .....Harry Feigenbaum
Partner .....David Wermen
Radio-TV Director.....Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pincus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia.

FELLOWS ADVERTISING AGENCY

410 Larned Bldg., Syracuse, N. Y.
Phone: 2-4175

ABP—APA

Pres., Space & Radio
Time Buyer.....Byron F. Fellows, Jr.
Secretary-Treasurer .....Marjorie Hughes

Radio Accounts: Cortland Baking Company (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAtional 8-7713
APA—PPA

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Radio Copy Dir.....George Ely
Executive Asst.....Walter J. Kerwin
Art Director.....Gilbert Meekins
Production Manager.....William Cooper
Time Buyer.....Nan Hannum

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager .....Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 9-7100
ABP—ANPA—APA—PPA

President-Treasurer .....Lawrence Fertig
Vice-President .....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Ken Miller
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977
ABP—PPA—SNPA—APA

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary .....A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee), St. Bernard Coal Co. (Coal), Coal Heating Service (Coal).

TV Accounts: Red Ace Petroleum Co. (Coal & Oil); Hester Battery Co., Nashville.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

541 Syndicate Bldg., Minneapolis 2, Minn.
Phone: Main 4393

Pres., Radio Dir. &
Copy Chief.....Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

Radio, TV Accounts: Fisher Nut & Chocolate Co. (Nut Confections); American Television & Radio Co.; Goodman's Jewelers; Great Minneapolis Surplus Store.

Radio Account: Minneapolis & St. Paul House Furnishing Cos.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Radio & TV Dir....Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities; Clark Theater (Movie Theater), Chicago; House of Carter (Furniture), Chicago; Goodman Furniture Co. (Furniture), Chicago; Monroe Theater (Movie Theater), Chicago; TV Time Foods (TV Time Popcorn), Chicago; 20th Century Fox Film Corp. (Motion Pictures), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O'Shanter Country Club (Golf Tournaments), Chicago; Nat'l Foundation for Infantile Paralysis, Chicago & N. Y.; United Artists Corp.; Universal-International Pictures Corp.; Bell Savings & Loan Assn. (Bank), Chicago; Monroe Theater (Movie Theater), Chicago; TV Time Foods (TV Time Popcorn), Chicago; 20th Century-Fox Film Corp. (Motion Pictures), Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans, La.
Phone: TUlane 3131

Partners....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wootten, Warren G. Posey
Media Dir.....Harley B. Howcott
Radio Director.....Aubrey Williams
Radio Time Buyer.....Mrs. Marie O'Meara
TV Director.....Tom Newman

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain

Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; Higgins, Inc. (Flooring & Misc. Products), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. State Rice Milling Co. (Rice), Abbeville, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift & Crustene), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Southern Shell Fish Co. (Canned & Frozen Seafoods), Harvey, La.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—PPA

President .....William Conklin
Vice-President .....Grover Hubbell
Secretary .....Henry Frasor
Treasurer.....J. K. Bowman
Account Executives.....William P. Conklin, Grover H. Hubbell, Alfred Bollinger

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

President.....Robert B. Foley
Sec.-Treas.....Helen M. Little
Director.....Robert B. Foley

Radio and TV Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
AAAA—ABC

President.....Charles H. Eyles
V.P.-Treas.....Lee E. Hood
V.P.-Gen. Mgr.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
Copy Director.....Raymond Barr
Radio-TV Director....Frank M. Knight, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila; B & O Railroad (Transportation), Baltimore; Glix Dog Candy, Rochester, N. Y.; Silva Silver Polish, Rochester, N. Y.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA—AAAA—PPA—APA—ABP—NOAB—ABC

Chairman of the Bd.....Robert F. Carney
V.P. & Director.....Frank E. Delano
V.P. Chg. Finance, Secretary & Director.....A. E. Rood
V.P. & Director.....Elwood Whitney
V.P. Chg. International Division.....M. P. Franceschi
V.P.-Radio & Telev....Edmund L. Cashman
V.P. Chg. Media.....Harold H. Dobberteen
V.P. Chg. Research.....Paul E. J. Gerhold
V.P. & Mgr. Eastern Mot. Pic. Div.....Harold Holt
V.P.-Radio & Television.....Roger Pryor
Asst. Treas. & Asst. Sec.....Charles H. Newbrand
Dir. of Merchandising....Everett F. Braden
Dir. of Prog. Devel.....Thomas McDonnell
Dir. Media.....Joseph S. Spiegel
Mgr. Production Dept.....J. A. Koehler
Office Manager.....Tyrell G. Rogers

Branches Offices

155 E. Superior St., Chicago 11, Ill.
Phone: SUperior 7-4800

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V.P. & Director.....Robert J. Koretz
V.P. & Director.....John F. Hunt
Treas. & Asst. Sec.....Jos. W. King
V.P. & Prod. Dir.....George Heiland
V.P.....Carl C. Hertzberg
V.P. & Gen. Mgr.....Harold H. Webber
Educational Dir.....Leah Anderson
V.P. & Media Dir.....Robert Hussey
V.P. Chg. Res.....Richard Tully
Radio & Telev. Bus. Mgr.....Harry Dieter
Radio & Telev. Time Buyer .....Genevieve Lemper
Office Mgr.....M. R. Loehrke

Statler Center, 900 Wilshire Blvd., Los Angeles 17, Cal.
Phone: MAdison 9-3611

Chairman Exec. Comm.....Don Belding
Vice-Pres. & Mgr.....William J. Pringle
V.P. & Art Dir.....Robert Freeman
Dir. of Media.....George Weaver
Dir. of Research.....Paul Henley
Mgr. Prod. Dept.....Brougham J. Morris
Radio Time Buyer.....Lydia R. Hatton

235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllyood 9-6265

Vice-Presidents.....C. Burt Oliver, Elliston Vinson

Box 4223, Houston 14, Texas
Phone: Justin 5461
Manager.....Stephen R. Wilhelm

Pacific Bldg., Portland 4, Oregon
Phone: BRoadway 3732
Leith F. Abbott

Radio Accounts: General Foods, Liebmann Breweries, Inc., New York Central, Lever Bros. American Bakers Assn., Armour & Co., Frigidaire Division General Motors, Hall Brothers, Inc., International Cellucotton Products Co., Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Lockheed, Purex Corp. Ltd., Security-First Natonal Bank, Sunkist Growers.

TV Accounts: General Foods, Liebmann Breweries, Inc., Intern'l Latex, Lever Brothers, Armour & Co., Frigidaire Division General Motors Corp., Hall Brothers, Inc., International Cellucotton Products Co., Beatrice Foods Company, Security-First National Bank, Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Purex Corp. Ltd., Sunkist Growers.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: GIlbert 2-3645
APA

President.....M. J. Ford
Secretary-Treasurer.....Marshall J. Ford
Art Director.....Thomas Fong
Media Buyer.....Hal Kranig

Radio Accounts: Pureta Sausage Co. (Sausage Products); Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.; Dalton Motors, Inc. (DeSoto-Plymouth Distributor), Home Milk & Ice Cream Co. (Dairy Products), General Beverages Western (Donald Duck Soft Drinks), Monterey; F. Pirrone & Sons, Inc. (Wines), Salida; Seven Up Bottling Co. (Sacramento & Stockton).

TV Accounts: Pureta Sausage Co.; General Beverages Western (Donald Duck Soft Drinks), Monterey; Broili Parks Co. (Zenith Radio-TV Dist.), Sacramento.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
ABP—ANPA—APA—NOAB—PPA—ABC

Chairman of the Bd.....Howard W. Calkins
President.....Frank J. Reynolds
Sr. Vice-Pres.....Victor J. Cevasco
Exec. Vice-Pres.....Richard A. Cullinan
Vice-Pres. & Treas.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-Presidents.....Frank D. Cruikshank, Howard C. Allen
Dir. of Radio & TV.....Robert W. Day

Branch Offices

One La Salle St., Chicago 2, Ill.
Phone: DEarborn 2-6424
Vice-President.....R. W. Dawson

10 Post Office Square, Boston 9, Mass.
Phone: HAncock 6-5900
Vice-President.....Joseph R. Hamlen

Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-3915
Vice-President.....Milton T. Kyle

425 Bush St., San Francisco, Calif.
Phone: YUkon 6-4641
Manager.....Lucrezia H. Kemper

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Account Executives.....Jones B. Frankel, A. G. Gaines, Lew Sanders
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

10 East 49th St., New York 17, N. Y.
Phone: PLaza 9-7950
ABP

President .....Dolph Franklin
Media Dir.....Edith Schless
Radio-TV Time Buyer.....Lucille Master

TV Accounts: Stern Department Stores; Mawson De Many (Furrier), Philadelphia, Pa.; L. Fish Stores (Furniture), Chicago, Ill.; Hecht's Department Stores (Department Stores).

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
ABP—ANPA

President.....F. C. Burger
V.P., Treas.....H. S. Rieff
V.P., Secretary.....R. S. Buckbinder
V.P., Art Director.....E. Gambale

Radio Accounts: Adler Shoes, New York; Modene Paint Co. (paint products), Chelsea, Mass.; Vim Electric Co. (RCA, Thor, Hallicrafters), New York; Chock Full O'Nuts (Coffee), N. Y. C.; Modene Paint Co., Chelsea, Mass.

TV Accounts: Adler Shoes for Men, N. Y. C.; Chock Full O'Nuts (Coffee), N. Y. C.; Vim Radio & Television (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALpine 2048
AAAA—ANPA—ABP

President.....C. J. Freiberger
Secretary.....Charles A. Haskell
Treasurer .....Doris Fleischer
TV Director.....Bob Swysgood

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato

chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Sears Roebuck & Co. (dept. store), Denver; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrups) Denver; Central Bank & Trust Co. (banking), Denver; Continental Tours & Travel Service (travel service), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Denver Conv. & Visitors Bureau (travel), Denver; Alsco of Colorado (storm windows), Denver; Dottie's Quickie Cookies (Frozen Cookies), Denver; Grandview Builders (builders), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; Nebraska Packing Co. (meat processor—dog food), North Platte, Nebraska; B. K. Sweeney Mfg. Co. (Distributors), Denver.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
Phone: Elgin 1056
ANPA—NOAB—PPA—AAAN—SNPA

Owner.....J. V. Freitag
Account Executive.....M. K. McGowan
Sec.-Treas.....R. W. Wallace

Radio Accounts: Columbia Baking Co.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—APP—NOAB—ANPA—PPA

Partners.....Oakleigh R. French, Mazie G. French
Art Director.....Matthew Falk
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman

Radio Accounts: H P Coffee Company, St. Louis.

AD FRIED ADVERTISING AGENCY

(See Complete Listing Under "A")

FRIEND REISS McGLONE

221 W. 57 St., New York, N. Y.
Phone: PLaza 7-8030
ABP—ANPA—PPA—APA

Partner & Gen. Mgr.....B. M. Reiss
Partner .....Lee Friend
Partner.....James W. McGlone
Res. & Mkt. Dir.....Henry Brenner
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Radio Accounts: Moly Motor Products (Liqui-Moly), N. Y. C.; Merkin Paint Co., N. Y. C.; Sweet Orr (Workclothes), N. Y. C.; Lafayette Radio, N. Y. C.

TV Accounts: Merkin Paint Co., N. Y. C.; Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: LIberty 2-0183
ANPA—APA—PPA

President.....Karl M. Frost
Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost
Asst. Treasurer.....Florence A. Dondero
Sec'y., Radio Dir.....Harvey P. Newcomb
Newspaper Space Buyer....Anna V. Turner
Magazine Space Buyer & Prod. Mgr. Harold E. Bessom

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Raving Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....Allen L. Billingsley
Exec. Vice-Pres.....E. L. Andrew
V.P. & Mgr. (Cleveland Office).W. A. Wright
Secretary-Treasurer.....C. C. Reidenbaugh
Asst. to Pres. (Cleveland).....J. C. Maddox
Media Dept. Mgr. (Clvld.)..W. G. Chalkley
Media Dept. Mgr. (Chicago).....C. W. Billingsley
Radio, Film, TV Dept. Mgr. (Cleveland Office).....David Adam

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600
Vice-Pres. & Mgr .....R. E. Allen

105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041
Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Penzoil Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers, Sherwin-

Williams Co. (Paint), A. E. Stoley Mfg. Co. (Feed), Sterling-Lindner-Davis Co. (Dept. Store), Webster-Chicago Corp. (Phonographs), American Greetings Corp. (Publishers), American Society of Metals, Central National Bank, Chicago & Eastern R. R., Harry Ferguson, Inc. (Farm Equipment), Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Stering-Lindner-Davis Co., White Sewing Machine Corp., Commercial Solvents, Ferro Corporation, Inter Chemical Corp., International Silver Co., Mellon National Bank & Trust Co., Oldsmobile Dealers.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393
ABP

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Secretary .....Nathan Rothenberg
Art Director.....Edwin R. Swaback
Acct. Execs.....Helen Grobin, Lon Shaw
Space Buyer.....Laura Lustig

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.; Ganeles-Lenger Wine Corp., New York; National Health Aids, Inc., New York.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 3200
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....E. G. Marshutz
Sec. & Treas.....H. S. Gardner, Jr.
Vice-President .....Beatrice Adams
V.P. Chg. Radio-TV.....William Fisher

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000

Chairman of Board.....H. S. Gardner
Vice-President .....Roland Martini

Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-8388
NOAB

Sec., Space & Radio Time Buyer..G. P. Schill
V.P. & Acct. Exec.....Earl Lines
Art Director.....O'Cal Hanson

Radio Accounts: Tanglefoot Co., Grand Rapids, Mich.; Gibson Refrigerator Co.

GAYNOR & COMPANY, INC.

10 East 49th St., New York 17, N. Y.
Phone: PLaza 5-5751

President .....Paul Gaynor
Copy Chief.....Guy Ganty, Jr.
Publicity Director.....Will Barbeau
Traffic-Prod. Mgr.....George Cisneras
Treasurer .....Ed Marra

Radio & TV Accounts: Fairchild Engine & Airplane Corp.; All-American Engineering; Link Aviation, Inc.; J. A. Maurer, Inc.; Precision Film Laboratories, Inc.; McGraw-Hill Publishing Co.; B. G. Corporation; Fairchild Recording Equipment Corp.; G. M. Giannini & Co., Inc.; American Moninger Greenhouse Co.

GEARE-MARSTON, INC.

22nd & Locust St., Philadelphia 3, Pa.
Phone: LOcust 4-0530
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Dir. of Service.....Bates Compton
Public Relations Director.....Wm. C. Faust
Radio-TV Dir.....Frank C. Murphy

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 5, Calif.
Phone: GArfield 1-1081
AAAA—APA—ABP—ANPA—NOAB

President.....E. P. Gerth
Vice-President.....J. W. Clark
Media Director.....Donna Thompson

Radio Accounts: David D. Bohannon Orgn., Stringer Driver Moving & Storage Co.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-1232
ABP—ANPA

President .....Budd Getschal
Vice-President .....Len Stein

Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Ludwig Baumann & Spear's

(furnishings), N. Y. C.; Rotiss-O-Mat Corporation (rotisseries), N. Y. C.

GEYER ADVERTISING AGENCY, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABC—ABP—ANPA—AFA

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V.P., Mktg. Dir.....R. C. Robertson
Vice Pres.....Frank Kearney
Vice Pres.....Donald Gill
Vice-Presidents .....A. LaSala, Sam M. Ballard, C. Dubois
V.P. & Art Director.....W. J. Loveman
V.P. & Art Director.....A. A. Surin
V.P. & Dir. Public Rel.....E. F. Thomas
Director of Radio-TV.....George Wolf
Time Buyers.....Elizabeth Powell, Carol Sleeper
Radio-TV, Comm. Dir.....William Lewis
TV Film Supervisor.....James Manilla
TV Art Director.....Paul Martin
Radio-TV Bus. & Traffic Super.....Don McGuinn

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520
V.P., Mgr.....Ralph Wolfe

931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145
Vice President & Mgr.....E. G. Frost

1680 North Vine St., Hollywood 28, Calif.
Phone: Granite 7-6114
Vice President.....Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet); National Paper Co. (Tissues), N.Y.C.

TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet); National Paper Co. (Tissues), N. Y. C.; U. S. Industrial Chemical Corp. (Anti-Freeze), N. Y. C.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444
ABC—ABP—ANPA—AFA—SNPA—APA

Pres. & Treas.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary .....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps); Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candies Co. (candy), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore; Prayson Candies Co. (candy), Tulsa.; Tulsa Cabinet Shop (wooden furniture), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti free, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, incestments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Tulsa Cabinet Shop (wooden furniture), Tulsa; Pedrick Laboratories, Inc. (Dog Food), Sand Springs; Southwest Steel Co. (ornamental iron), Sand Springs.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone: Empire 4-2111
ABC—CDNA—CWNA—CNN & PA
CAAA—APA

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President.....Mrs. J. J. Gibbons
Vice-President.....H. M. Tedman
Vice-Pres. & Gen. Mgr.....R. B. Pattinson
V.P. & Secy.-Treas.....E. T. Saunders
Production Mgr.....J. A. Walsh

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
Manager.....R. L. Burdick

272 Scott Block, Winnipeg, Manitoba
V.P. & Manager.....A. B. Johnston

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President.....Charles J. Basch, III
Vice-President .....Leo Berman
Treasurer .....Clarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin

Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.

Other Accounts: Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Safety Zip-er Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bonafide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.; Leorence Salon; Dean Parker, Inc.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-5516
ABP—ANPA—APA—PPA

President-Treasurer.....M. C. Nelson
Exec. Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President .....Wendell J. Ashton
Secretary .....Marjorie Farrell
Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Streator Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5948
AAAA—ABC—ABP—ANPA—AFA

Owner.....Bert S. Gittins
Agriculture Director.....Carlton Stoddard
Industrial Director.....James Costello
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wisc.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 4-2141
AAAA—ANPA—PPA

President.....G. F. Glasser
Secretary-Treasurer....Howard W. Gambrill
Art Director.....J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.
Phone: 9-4052

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.
Phone: MAin 4-1375
ABP—ANPA—AFA

President .....Ben Golden
Account Executive.....William Goldstein

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6746
AAAA—ANPA—ABP

President.....Clyde M. Joice
Treas. & Copy Chief.....Garrick M. Taylor

Secy. & Media Dir...Florence A. Neighbors
Asst. Med. Dir., Prod. Mgr....J. Alden Joice
Vice President.....Henry Nathan
Vice President.....Joseph J. Klein

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.; Humiston-Keeling & Co., Radex Corporation, Nutrition Research Laboratories.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.; Humiston-Keeling & Co.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-2880
ABP—ANPA—ABC

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Vice Pres.....Robert F. Kendall
Vice Pres.....Arthur F. Connolly
Secretary.....Chester A. Priest
Dir. Radio & Television...Arthur A. Kron
Dir. Pub. Relations.....C. W. Alexander

Branch Offices

Gotham de Mexico, S. A.
Bolivar 8, Despacho 607, Mexico D.F., Mexico
Director.....Edwin J. Ryan

Coudrey-Gotham Prop. Ltd.
5-7 Barrack St., Sydney, Australia
Director.....C. J. Coudrey

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAlnut 2-40808
ABC—ANPA

Partner.....Jerome B. Gray
Partner.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers, Russell K. Carter, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley, David B. Arnold, Thelma Beresin.
Radio-TV Dept. Head...Walter M. Erickson

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; As sociated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; Bell Telephone Co. of Pa. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia, Philadelphia; Diamond State Telephone Company (Services); Delaware; Fritz & La Rue (Carpets), Philadelphia; Lee Tire & Rubber Co. (Tires), Conshohocken; Philadelphia Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; The Bell Telephone Co. of Penna. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Pyrene Manufacturing Company (Fire Extinguishers), Newark; Wilen Brothers, Inc. (Wines), Philadelphia.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-3330
ANPA—ABP

Partners.....Julian P. Brodie, Alan Green
Space & Time Buyer.....Betty Gershon
Art Director.....Cecil Baumgarten
Production Mgr.....James West

Radio Accounts: Pieter de Witt, Inc., The Viking Press, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.
Phone: PLaza 9-8640
ANPA—APA—PPA

Pres., Treas.....Monroe W. Greenthal
Vice-President.....Albert L. Reinitz
Production Mgr.....Gene Cofsky
Radio & TV Dir.....Samuel G. Gallu
Media Dir., Space Buyer.....Herb Hauser

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.
Phone: OXford 5-2000
AAAA—ABP—ANPA—APA—NOAB—PPA

President .....Lawrence Valenstein
Asst. to Pres.....Norman J. J. Berger
Executive Vice-Pres.....Arthur C. Fatt
Media & Research Dir....Herbert A. Vitriol
V.P. & Radio-TV Dir...Alfred L. Hollender
Media Director.....Richard Bean

Radio Accounts: Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; American Safety Razor Corp. (Gem Razors & Blades); Doughnut Corp. of America (Howdy Doody Ice Cream); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company (Quinsana Foot Powder & Mennen Baby Products); Union Pharmaceutical Corp. (Inhiston & Saraka).

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; American Safety Razor Corp. (Gem Razors & Blades); Anson, Inc. (Jewelry); Artra Cosmetics (Imra); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Doughnut Corp. of America (Howdy Doody Ice Cream); Esquire, Inc. (Coronet Magazine); Girard Perregaux (Watches); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); The Ullman Company (Princess Plastics); Union Pharmaceutical (Inhiston).

THE GRISWOLD-ESHELMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOwer 1-3232
AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....S. A. Lewis
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Halle Bros. Co. (Retail Stores), Cleveland, O.; Motorists Mutual Insurance Co., Columbus, O.; B. F. Goodrich Co. (Tire Division), Akron, O.; Cockshutt Farm Equipment Co., Bellevue, O.; Milk Producers Federation of Cleveland; First National Bank, Louisville, Ky.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield O.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Milk Producers Federation of Cleveland; The Halle Bros. Co. (Retail Stores), Cleveland, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.
Phone: 7-7179
ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross
Vice-President .....Beulah Gross
Art Director.....Declan Powers
Sec., Media Dir., Radio Time Buyer .....Libby Dunn

ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.
Phone: REgent 1307; 0373
APA

Pres., Treas.....Arthur R. Gruber
Secretary.....E. M. Gruber
Art Director.....Donald Layman

Radio Accounts: Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto-Plymouth), Minneapolis-St. Paul, Minn.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone: PEnnsylvania 6-8518
ANPA

Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING

207 State St., Schenectady 5, N. Y.
Phone: Schenectady 2-0492

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine

Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

HANLY, HICKS & MONTGOMERY, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LOngacre 5-5000
AAAA—ABP—ANPA—PPA—APA
NOAB—ABC

Chairman of Board.....C. P. Hanly
President.....H. M. Montgomery
Sec.-Treas. & Media Dir.....H. E. Lehman

HART-CONWAY CO., INC.

Genesee Val. Tr. Bldg., Rochester 14, N. Y.
Phone: LOcust 3520

ANPA—APA—PPA—ABP
President & Treasurer.....H. Lyman Hart
Exec. Vice-President....Harold E. Kennedy
Vice-President .....Joseph Brown
Secretary.....John P. Street
Account Executives.....E. Ward Phillips, John M. Nixon

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055
ABP—ANPA—APA—NOAB—PPA
President.....George H. Hartman
Vice-President .....Rowland Laughlin
Vice-Presidents .....Alfred Festen, John T. Holloway
Secretary-Treasurer.....Frank R. Hartman
V.P., Radio-TV Dir.....Thomas Kivlan

Radio-TV Accounts: P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

THE F. H. HAYHURST COMPANY LIMITED

7 King St. W., Toronto, Ontario, Canada
Phone: EMpire 6-0731
President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos

Branch Office
1405 Peel St., Montreal, Que.
Phone: HArbour 0131
Manager.....B. J. Leopold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; Procter & Gamble (Camay Soap), Toronto; Acousticon (Hearing Aids), Toronto; Minibrix (Rubber Toys), Oshawa.

TV Accounts: Minibrix (Rubber Toys), Oshawa; Acousticon (Hearing Aids), Toronto.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180
AAAA—ABP—ANPA—APA—ABC
Chairman of Bd. of Dir.....W. D. McDonald
President.....W. B. Henri
Exec. Vice Pres.....E. F. Hascall
Sec.-Treas.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall
General Manager.....E. F. Hascall, Jr.

Radio Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Skelgas Division of Skelly Oil Co. (Skelgas Bottled Gas), Kansas City, Mo., Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; A. O. Smith Corporation (Line Pipe & Casing, Pressure Vessels, Glass-Lined Tanks, Welding Electrodes and Machines, Smithway Automatic Water Heaters, Pumps, Smithway Volume Flow Water Heaters and Heating Equipment, LPG Systems Electric Motors, International Division), Milwaukee, Wis.; Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entpr., Chicago, Ill.; Kitchen Arts Foods, Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; A. O. Smith Corp., Thor Corp.

AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAAA—ABP—ANPA

Pres., Acc't. Exec.....Al Herr
Vice-President .....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

HEWITT, OGILVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-6100
ANPA—APA—PPA—NOAB—ABC

President .....David Ogilvy
Vice-Presidents.....Rollin C. Smith, David Margaretten
Treasurer.....Shelby H. Page
Dir. of Radio-TV.....Howard Connell
Radio-TV Time Buyers.....Walter J. Bowe, Martin Kane
Art Director .....Vincent DiGiacomo

Radio & TV Accounts: Appleby & Co., Augustein & Co., Austin Motor Co., Blousemaker, Inc., British Industries Fair, British Travel & Holidays Association, Conmar Products Corp.; Gourielli Inc., Hathaway Co., William Hollins & Co., Inc., Lever Bros. Co., Reed & Barton, Rubinstein Cosmetics, Schweppes Ltd., Josiah Wedgwood.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-9135
ABP—ANPA—APA—PPA—NOAB

President & Secretary.....H. L. Hicks
V.P. & Treasurer.....E. H. Greist
V.P.....J. A. Drake
Media Director.....Mrs. E. M. Sheldon
Radio & TV Director.....Peter A. Krug

Branch Offices
3450 Wilshire Blvd., Los Angeles, Calif.
Phone: AR 3-2731

Executive .....Peyton Carroll

Radio Accounts: Blackstone Corp.; Dixie Paper Cup Co.; Eberhard Faber Pencil Co.; General Floorcraft, Inc.; Glamorene; Louis L. Libby Food Products; Servel, Inc.; Wolcott Company.

TV Accounts: Lewyt Corp., Brooklyn; Dixie Cup Co., Easton, Pa.; Blackstone Corp.; Eberhard Faber Pencil Co.; General Floorcraft, Inc.; Glamorene; Louis L. Libby Food Products; Wolcott Company; Servel, Inc.; Waring Products.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900
NOAB—ANPA—APA—PPA

President .....Sidney Garfield
Exec. Vice-Pres.....Lewis Nemerson
Vice-President .....Judah Katz
Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Radio & TV Mgr.....William Sheppard
Production Supervisor.....Eli Gutterman

Branch Offices
Park Square Bldg., Boston, Mass.
Phone: LIberty 2-0485

Executive-in-Charge .....Gabriel Stern

Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Jacques Kreisler Mfg. Corp. (Watchbands), North Bergen, N. J.; Prentis Clothes (Men's & Boys' Clothes), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA

President.....J. Paul Hoag
Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich

W. F. HOLLAND

2530 Auburn Ave., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

Owner.....William F. Holland
Radio-TV Director.....Earl Holland

HONIG-COOPER COMPANY

333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004
AAAA—ABC—ABP—ANPA—APA—PPA
NOAB

President & Treasurer.....S. R. Hutton
Exec. Vice President.....Louis Honig
Secretary .....Fred Glauser
Media Director.....John W. Davis
Production Manager.....Thomas H. Nason

Branch Office
455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435

Vice President.....Warren E. Kraft

Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co.

(Dutch Boy Paints), San Francisco, Calif.

TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Peet's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HOUCK & COMPANY, INC.—ADVERTISING

625 First St., S.W., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1475

President .....Karl Bishopric
Time Buyer.....Marguerite Brown
V.P., Radio-TV.....Robert Venn
Production Manager.....Richard V. Sutton

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Miami Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Chase Federal Savings & Loan (Financial Institute), Miami Beach, Fla..

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
Providence 3, R. I.
Phone: Dexter 1-3316
AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Media Buyer.....Eben S. Church
Time Buyer.....Florence S. McCarroll

Radio Accounts: Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.

TV Accounts: General Ice Cream Corp. (R. I.) (Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000

Radio-TV Director.....Wm. Philip Smith

Branch Office
15 Lewis St., Hartford 3, Conn.

Vice-Pres. & Mgr., Hartford Office
Frank A. Whipple

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine; Rutland Fire Clay Co.; South African Rock Lobster Assn.; Switzerland Cheese Assn.; The Taylor-Reed Corp.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Blueberry Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell Funeral Church; Flako Products Corp.; Lehn & Fink Products Corp.; Michigan Blueberry Growers Assn.; N. Y. & New England Apple Institute.

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.
Phone: LIberty 6100
370 Lexington Ave., New York, N. Y.
Phone: LExington 2-3020

Ch. of Board.....H. L. Wittemore
Vice-Pres. & Secy.....H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck, Charles S. Wilkinson

Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents.....John R. Maxwell, W. H. Maxwell
16-18 W. 46th St., New York, N. Y.
Vice-Presidents.....H. Pierson Mapes, James Burton
1244 Dufferin, St. Toronto Ont., Canada
Manager .....William Bounsall

Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire,

Inc., F. E. Bausch & Son Co., Hub Oil Co., Projansky, Inc.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co.

JACKSON & COMPANY

62 Worth St., New York 13, N. Y.
Phone: WOrth 4-7005
ABC—ABP—ANPA

Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain

Radio Accounts: Pequot Mills (Sheets & Pillowcases), Salem, Mass.; Heyward Hosiery, N. Y. C.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 6-2169

President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio & TV Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848
ABC—ABP—ANPA—AFA

Chairman of Bd. & Pres.....Duane Jones
Exec. Asst. to Pres.....E. M. Bresett
Treasurer .....Raymond Coyle
Secretary .....Vera Whelpley
Space Buyer.....Frances Kyle
Time Buyer.....Betty Nasse
Public Relations.....Mark Larkin

Radio & TV Accounts: John Andre Products, New York; Walking Doll Company, Inc.; Save-By-Mail, Inc.; Today's Hit Record Company; Mil-Hi Laboratories; Package Products Company; National Selected Products, Inc. (7-Minit Pie Crust, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-O'Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—ABC—ABP—ANPA—AFA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Kathryn M. Hardig
Radio & TV Time Buyer.....Rita Kennedy

Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

Manager.....W. A. Powers
Vice-President .....Theodore Fremd

Radio Accounts: The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Heekin Incorporated, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Copy Chief.....David P. Thomas
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President .....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 16, N. Y.
Phone: PLaza 1-1400
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Schnefel Bros., Newark, N. J.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

10 W. Chase St., Baltimore 1, Md.
Phone: Lexington 1500

President .....Joseph Katz
Vice Pres.....J. T. McHugh

Branch Offices
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1223

V.P. & Gen. Mgr.....Perry Schofield
Radio-TV Dir.....Richard Katz

Radio Accounts: American Oil Co., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Gunther Brewing Co., Inc., Baltimore Contractors, Inc., Motor Sales Co., S. & N. Katz, Inc.

TV Accounts: American Oil Co., Maryland Pharmaceutical Co., Baltimore Contractors, Inc., Baltimore, Md.; Madera Bonded Wine & Liquor Co., Baltimore, Md.; Gunther Brewing Co., Inc., Motor Sales Co., S. & N. Katz, Inc.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—ABC

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Service Dir. & Asst.
Gen. Mgr.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476
AAAA—ABP—ANPA—ABC

Pres. & Treas.....Hal R. Keeling
Exec. V.P. & Secy.....Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts, Lowell H. Stormont, Victor G. Varmo
Radio-TV Dept.
Time Buyer.....M. C. Dill

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.; Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio-TV Director.....A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: JUdson 2-1797

Partners...M. Keilson, J. Keilson, I. Keilson
Scripts & Commercials.....Janet Sternberg
Program Director.....Phyllis Pion

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684
PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer....W. W. Zahrndt
Secretary.....E. M. Kelly
Acct. Execs.....Robert Kelly, Herb Knopp, Wm. Thomson

Radio Accounts: Visit St. Louis Committee, St. Louis; Joseph A. Mrazek Moving & Storage, St. Louis; Newberry Radio Company, St. Louis; Sterling Pen Co.

TV Accounts: Sterling Pen Co., St. Louis, Mo.; Mrazek Moving & Storage, St. Louis, Mo.

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy
Office Exec.....Peter Hannaford

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; K/R Orinda Realtors.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....George N. Beecher, G. T. C. Fry, William Green, Grayson F. Lathrop, George MacGregor, Donald J. Maggini, E. W. Newson, John H. Owen, Malcolm F. Smith, T. K. Carpenter, Glen Wiggins, Garth Montgomery, Leslie Munro, Howard M. Wilson
Art Director.....Gerald Link
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule
Talent Buyer.....Sylvan Taplinger
Publicity Director.....Herb Landon
Time Buyer Director.....Philip C. Kenney
Time Buyers....Mary Dwyer, Lucy Kerwin, Thomas Viscardi

Branch Offices

345 Griswold St., Detroit
Vice Pres.....Don C. Miller

Equitable Bldg., Hollywood, Cal.
Vice Pres.....Robert D. Wolfe

620 Market St., San Francisco
Vice Pres.....Sydney G. Walton

304 Bay St., Toronto, Ont.
Vice Pres.....William J. Frost

Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; General Electric Co. (Air Conditioning), Bloomfield, N. J.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; National Brewing Co. (National Premium & National Bohemian Beers), Baltimore, Md.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Pepperidge Farm, Inc. (Bakery Products), Norwalk, Conn.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketcham
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir...Edgar J. Donaldson
Asst. Radio & TV Dir.....John D. Held
Radio & TV Timebuyer..William B. Kroske

Branch Offices

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.
Field Rep.....David Fernow

State Street Bldg., Harrisburg, Pa.
Field Rep.....George K. Keet

Room 609 Mercantile Trust Bldg., Baltimore, Md.
Field Representative.....W. R. Milford

1801 Central Nat'l Bank Bldg., Richmond 19, Va.
Field Rep.....C. W. Crowder

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales Association, Pittsburgh; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.; Calgon; The Natural Gas Companies, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh; Allegheny Airlines, Washington, D. C.; The East Ohio Gas Company, Cleveland; Reymer and Brothers, Inc., Pittsburgh.

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.; Tappan Stove Company; Allegheny Airlines, Washington, D. C.; Dairymen's Cooperative Sales Association; Colonial Trust Company, Pittsburgh; Peoples First National Bank & Trust Company, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh.

KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0023
AFA—ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Copy.....Ben G. Allen
Pub. Relations.....Edward Chase
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.

TV Accounts: Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—APA—ANPA
NOAB—PPA—AFA

Chairman .....Abbott Kimball
President.....W. C. Matthews
Comptroller .....Monica Riley
Dir. Radio-TV,
Time Buyer.....Miriam Traeger

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: MIchigan 2-0300
Manager .....George Enzinger

638 So. Van Ness Ave., Los Angeles, Calif.
Phone: DRexel 7305
Chairman .....Hugo Scheibner

405 Montgomery St., San Francisco, Calif.
Phone: EXbrook 5188
President .....Alfred Ducato

Radio Accounts: Drake America Corp., Brondow, Inc., Norcross, Inc.

TV Accounts: Drake America Corp., Firth Carpet Company, Trifari, Krussman & Fishel, Inc., Norcross, Inc.

LEW KING ADVERTISING

149 W. McDowell, Phoenix, Arizona
Phone: 4-5548
FAAG

Owner .....Lew King
Sec.-Treas.....Elinore Klein
Radio & TV Dir.....Jack Beveridge

Radio-TV Accounts: Arical Co., Arizona Floor Covering, Best Cleaners, Deer-O Paints & Chemicals, Ltd., Farm Fresh Markets, The Flame Restaurant, Funk Jewelry, Garbage Service Co., Gil-Barts Dept. Store, Hepler's Combat Service Stations, Klein Motor Sales, Mor-Powr Battery Company, Photographic Supply Co., Paradise On Wheels, Virgil Vance Automotives, Weatherford Hotel, Western Village Motel.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
AAAA—ABP—APA—PPA—NOAB

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley, R. M. Collett, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....Hap Moon
Secretary.....R. L. Mills
Account Executives.....Ralf Kircher, James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....Ralph Kaufman

Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.

TV Accounts: Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.
Phone: LAmar 3682
APA—SNPA—ANPA

Partners.....J. A. Kirkland, Frank W. White, James B. Schell
Account Executive.....Arch Ragan

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8, Calif.
Phone: SUtter 1-6110
AAAA—APA—ABP—ANPA—NOAB

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Bernice Rosenthal
Acct. Executive.....Richard L. Tevis

Radio Accounts: Mannings, Inc.; San Francisco Federal Savings & Loan Assoc.; California Savings & Loan Assoc.; Mark Morris Tire Co.

TV Accounts: California Savings & Loan Company; Arthur C. Maryon Co.

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 36, N. Y.
Phone: JUdson 2-1370
ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity

Branch Office
National City Bank Bld., Cleveland 14, O.
Vice-Pres.-in-Chg .....Russell Rowan

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.
Phone: JEfferson 1723
ABP—ANPA—APA—PPA

President .....Sam Krupnick
Exec. V.P.....Tom Connelly
Vice-Presidents .....Ray Armbruster, A. Harvey Brown
Secretary-Treasurer .....Edgar Kluge
Media Director.....Harry Sager
Radio-TV Buyer.....Ray Schoenfeld

Radio, TV Accounts: Griesedieck Bros. Brewery Co.; Magic Chef, Inc.; Mercantile Trust Co.; The Reardon Company.

KUDNER AGENCY, INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

President.....J. H. S. Ellis
Vice-Presidents.....Sam D. Fuson, Myron P. Kirk, Schuyler Kudner, E. J. Owens, Norman Nash, Shafto Dene, C. M. Rohrabaugh, J. J. Cochran
Exec. Dir. TV & Radio.....Myron P. Kirk
Gen. Mgr., Radio-TV.....Al Reibling
Time Buyer.....John Marsich

Branch Offices
New Center Bldg., Detroit, Mich.
Phone: Trinity 5-5315
Executive in Charge.....Martin Rice
681 Market St., San Francisco 5, Calif.
Phone: GArfield 1-5433
Executive in Charge.....J. H. Hornell

Radio Accounts: General Motors Corp., Detroit, Mich.; Sonotone Corp., N. Y. C.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y. C.

TV Accounts: The Texas Co.; United States Tobacco Co.; General Motors Corp.; Buick, Flint, Mich.; Schick, Inc., Stamford, Conn.; The Goodyear Tire & Rubber Co., Inc.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 1, Md.
Phone: TUxedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940
AAAA—ANPA

TV Director.....S. S. Korshak
TV Time Buyer.....Stanley C. Kuttner
Acct. Execs.....Harold E. Kuttner, Chester D. Kuttner, Milton J. Klee

Branch Office
New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUdson 6-2358

Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Franks Dept. Store, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA

President .....Avron Spiro
Secy-Treas.....M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson, Mrs. L. Cunningham, Jane Zussman, Courtney Shurman

Radio Accounts: Plough Sales Corp.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Sales Corp., Memphis.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.
ANPA—APA—PPA—NOAB

Pres. & Treas.....James G. Lamb, Sr.
Exec. V.P. & TV Dir...Kennard G. Keen, Jr.
V.P. & Copy Chief...John O. Ellington, Jr.
V.P., Media Director.....Roy T. Lochten
V.P., Production Mgr.....Walter Mazurek
Acct. Executives.....James G. Lamb, Sr., K. G. Keen, Jr., John O. Ellington, Jr., H. H. DuBois

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8980
ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove
Sr. V.P.....Frank W. Mace
TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbis Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmacal Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Schenley Industries, Inc., TelePrompter Corp., J. A. Wright & Co.

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
Vice President.....E. T. Drullard
Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; P. J. Garvey Co. (Storage), Buffalo.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 7-5417

Owner.....Philip J. Lane
Media Director.....B. Freidman

Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 1-6579
AAAA—ABP—ANPA—APA—NOAB—PPA

President.....H. Jack Lang
V.-P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher
Radio-TV Mgr.....Robert F. Gibbons
Prod. Mgr. Radio-TV.....John Cremer
Field Service Mgr.....Garry C. McKelvey

Radio Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Burrows Brothers Co., Inc. (office supplies), Cleveland; Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; General Electric Co., Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Kaynee Co. (boys' wear), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

LANGHAMMER AND ASSOCIATES

225 Park Ave., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA—AAAN

President.....Joe H. Langhammer

Radio Accounts: Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.

TV Account: Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0738
ABP—APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie

Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents .....P. Brown, A. Parker, J. Jensen
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-4340

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Borden's Ice Cream, Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, C. Schmidt & Sons (Beer and Ale).

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & NEWELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

Chairman of the Bd.....Philip W. Lennen
President.....H. W. Newell
Exec. V.P. & Gen. Mgr.....Adolph J. Toigo
Sr. V.P.....Thomas C. Butcher
Sr. V.P.....John Monsarrat
Sr. V.P.....Jackson Taylor
V.P. & Treas.....John D. Spiers
Sr. Vice President.....Walter M. Swertfuger
Sr. V.P.....Gordon D. Cates
V.P. & Asst. to Pres.....J. H. Sheldon
V.P.-Exec. Asst.....C. A. Sante
V.P. in Chg. Production..Michael J. Madar
Art Director.....Hans Sauer
V.P. in Chg. of Radio & Television.....Nicholas E. Keesely
V.P.—Radio & Television Copy Chief.....Peter V. Keveson
V.P. in Chg. of Merchandising & Research.....Daniel E. Shea
V.P. in Chg. of Media....Anthony de Pierro
V.P. & Asst. Exec. Creative Dir. .....Maitland Jones
Vice Presidents.....Thomas P. Doughton, Daniel M. Daley, Jr., Jackson Taylor, Stephen M. Kenyon
Mgr.—Radio-TV Depts.....Frank A. Daniel
Art Dir. TV.....Clark M. Agnew
Producers.....Charles T. Harrell, George G. Tompkins, Herbert K. Horton
Time Buyer Radio-TV....William D. Smith
Traffic Mgr. Radio-TV.....George E. Caron

Branch Office
308 N. Rodeo Dr., Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio-TV Dir.....Benjamin R. Potts

Radio Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Joseph Schlitz Brewing Co.; Emerson Drugs; Dorothy Gray, Ltd.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars,) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Joseph Schlitz Brewing Co.; Emerson Drug Co.; Dorothy Gray, Ltd.; R. T. French Co.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production .....Winifred Phillips
Secretary .....Miriam Lescarboura

Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.; Maryland Etching Co. (Instrument Panel) Towson, Md.; Granco Products, Inc. (UHF Converters), Long Island City, N. Y.; Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.

TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA—ABC

President, Time Buyer.....Ted Levy
Partner .....Gertrude Levy
Copy Chief.....Barbara Aiton
Production Mgr.....William Archenhold

LEWIN, WILLIAMS & SAYLOR INCORPORATED

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6200

President.....A. W. Lewin
Exec. V.-P. Pres. and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green
Vice President.....Walter T. Pollock
V.P., Art. Dir.....Donald Waterbury, Leslie M. Kay
Radio-TV Dir.....William Seth

Branch Office
11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

Vice-President .....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: G. N. Coughlan Co., West Orange, N. J.; Chimney-Sweep Process 33 (soot remover, paint brush cleaner); Costa Ice Cream Company, Woodbridge, N. J.; Harris-Upham & Co. (stock brokers), New York; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.; Dale Dance Studios, New York, N. Y.; Carl Fischer, Inc. (Hi Fidelity Radio-Phonographs), New York, N. Y.; Norman M. Morris Corp. (Omega Watch), New York, N. Y.; The Odell Co. (Trol Hair Tonic), Newark, N. J.

TV Accounts: Costa Ice Cream Company, Woodbridge, N. J.; G. N. Coughlan Co. (dehumidifier, paint brush cleaner), West Orange, N. J.; Spandy (Taylor-Reed Corp.), (detergent-sanitizer), Glenbrook, Conn.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; Dale Dance Studios, New York, N. Y.; Magla Products (Ironing Board Cover), Newark, N. J.; Norman M. Morris Corp. (Omega Watch), New York, N. Y.

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.
Phone: AT 6235
ABP—ANPA—ABC—APA—PPA—NOAB

President .....Addison Lewis
Vice Pres.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson
Radio and TV Dir.....Carroll E. Crawford
Research and Media Dir...Preston K. Covey
Prod. Manager.....Bruce E. Segerstrom
Copy Director.....Judd L. Meester
Account Execs.....J. A. Quint, J. H. Cleland, Sherle Lowe

LILLER, NEAL & BATTLE

Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521
AAAA—ABC—ANPA—APA—ABP—AFA

Partner.....C. K. Liller
Partner.....William W. Neal
Radio-TV Director.....Sarah Williams
Account Executives.....J. K. Ottley, Jr., G. L. Watts, H. G. Axelberg

Branch Office
40 E. 51st St., New York 22, N. Y.
Phone: EL 5-3771

Manager.....Robert B. Kane

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; H. W. Lay & Co. (potato chips), Atlanta; Georgia Peanut (Ravo), Moultrie, Ga.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; Georgia Peanut Co. (ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 5-8800
ANPA—PPA—NOAB—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Art Dir.....M. H. Kates
Production Manager.....William T. Kaleb

DUDLEY L. LOGAN ADV.

304 S. Broadway, Los Angeles 5, Calif.
Phone: Dunkirk 2-8471
ANPA—AAAA—PPA—APA—ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann
Copy Chief, Media Dir. & Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606
ABP—ANPA—NOAB

President.....E. E. Hanson
Vice-Pres. & Advtg. Dir.....Wm. Goodman
Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer.....A. T. Downie
Secretary.....H. G. Mergener
Dir. of Radio & TV....Edward C. Fritz, Jr.

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borck & Stevens, Bridgeport, Conn.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wisc.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fisher Baking Co., Salt Lake City; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.; Fisher Baking Co., Salt Lake City, Utah; Amrhein's Bakery, Springfield, Ill.; Nickles Bakery, Navarre, Ohio; Haller's Eagle Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakery, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
AAAA—ABP—ANPA—APA—ABC
NOAB—PPA

President-Treasurer .....Earle Ludgin
Exec. Vice-Pres.....Vincent R. Bliss
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Time Buyer.....Jane Daly

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VAlley 2-7182-3

Partners.....S. C. B. Lynn, L. S. Fieldhouse
Radio-TV & Media Dir.....W. B. Pritchard
Art Director.....C. L. Steyer

Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451
AAAA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Radio-TV Director.....R. H. Schubert
TV Film Producer.....J. C. Ware
TV Film Director.....Dave Russell

Branch Office
373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 5-4428

Manager .....Don Carlos

Radio Accounts: Builders Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Ia.; Tendersweet Sales Corp. (canned vegetables), Vinton, Ia.; Kent Feeds (livestock & poultry feeds), Muscatine, Ia.; Potosi Brewing Company, Potosi, Wisc.; Slagle Lumber Yard, Sioux City, Ia.

TV Accounts: Johnson Biscuit Co. (Cookies), Sioux City, Ia.; Peterson Furniture Co. (Home Furnishings), Cedar Rapids, Ia.; Killian Co. (Clothing), Cedar Rapids, Ia.; Tolerton-Warfield Co. (Food Line), Sioux City, Ia.; Cownie-Williges (Furs), Sioux City, Ia.; Hometown Dairies (Dairy Products), Iowa City, Ia.

MACE ADVERTISING AGENCY, INC.

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Treas. & Gen. Mgr.....Jay J. Keith
Copy Dept.....J. R. Shullaw

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Phone: RAndolph 6-9360
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Time Buyer.....Willis E. Adams
Research Director.....Robert Allrich
Media Director.....A. S. Trude, Jr.
Radio-TV Dir.....Wm. A. Mowry

Radio Accounts: Hallicrafters Co., Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Grocery Store Products Co. (Foulds Macaroni & Spaghetti), Libertyville, Ill.

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372 Bay St., Toronto, Ont.
Phone: Empire 4-0321
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Comptroller .....W. D. MacMahon
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Radio & TV Dir.....H. Horler

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410 Dominion Square Bldg., Montreal, P. Q.
Manager.....F. P. Gill
Radio .....Laurent Trudel

911 Electric Rlwy. Chambers, Winnipeg, Manitoba
Manager.....E. P. Thomson

1240 W. Pender St., Vancouver, B. C.
Manager.....W. D. M. Patterson

Radio-TV Accounts: Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), O'Cedar Company of Canada, Peoples Credit Jewelers, Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Christie Brown, Ltd. (Food), Standard Brands, Ltd., Lake of Woods Milling Co., Stephen's Paints, Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Aluminum Goods, Ltd.; Aspro Limited; Bank of Canada; British & American Motors Canada, Ltd.; British Lace Furnishings, Broadhurst Lee Co., Ltd.; Bulova Watch Company, Canada Paint Co., Ltd.; Canadian Bank of Commerce, Canadian Red Cross, Department of National Defence (Air Force, Navy); Dominion Tar & Chemical Co., Ltd. (Javex); Dolcis (Canada) Ltd.; Dominion Rubber Co., Ltd.; Hertz Driv-Ur-Self System, Inc.; Home Oil Distributors, Lever Brothers Ltd. (Breeze); Moirs Chocolates, Ltd.; Sicks' Capilano Brewery, Ltd.; Sherwin Williams Co. of Canada Ltd.; Palmers' Limited, Zero Manufacturing Co., Ltd.

MacMANUS, JOHN & ADAMS

Bloomfield Hills, Mich.
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Exec. Vice-Pres.....Harvey G. Luce
Vice-Pres., Media Dir...Elmer W. Froehlich
Radio Time Buyer.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.
Manager.....R. A. Brewer

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.; Dow Chemical Co., Midland, Mich.

TV Accounts: Pontiac Motor Division, Pontiac, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 3-0022
ABP—ANPA—PPA

Owner.....Arthur M. Holland
Art Director.....Arthur Anderle
Copy Chief.....William Bent
Radio-TV Buyer.....Evelyn Burke
Publicity Director.....Jan Marinella
Radio-TV Dept.....G. Janda, R. Spencer

Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.; Fohrman Motors, Chicago; Joy Candies, Chicago.

TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Hudson Dealers Assn. (autos), Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Ins. Co., Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.
Phone: Copley 7-5980
ABP—ANPA—APA—AAAN

Production Manager.....Julian Malkiel
Secretary .....Martha Brest

Radio Accounts: Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

J. GORDON MANCHESTER, ADVERTISING, INC.

1726 Pennsylvania Ave., N.W., Washington, D. C.
Phone: ME 8-0060

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Vice President.....Richard P. Ehst
Asst. Vice Pres.....G. D. McGuiness
Art Director.....Wm. D. Flieschell
Dir. Radio-TV.....Kathleen Kane

Radio-TV Accounts: Safeway Stores, Inc., Ottenberg's Bakers, Inc., James G. Gill Co., Inc., W. H. Pope and Sons, American Sta-Dri Co., Acacia Mutual Life Insurance Company.

MANHATTAN ADVERTISING

225 West 57th St., New York 19, N. Y.
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Art Director.....Norman Graber
Art Director.....Gene Fogelman
Account Executive.....R. J. Friedman

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 3, Minn.
Phone: GEneva 9619
APA—ABP

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Vice-Pres. & Sec.....Eleanor L. Miller
Art Director.....Edward Harris

Radio Account: Snyder Drug Stores.

MARFREE ADVERTISING CORPORATION

105 West 40th St., New York 18, N. Y.
Phone: LOngacre 4-7190

President.....Harry A. Friedenberg
Secretary .....Robert Tomasello
V.P., Treas.....Barnett Friedenberg
Director Radio.....Harry A. Friedenberg
V.P. in Charge.....Sheppard Chartoe

Radio Accounts: D-Con Company (D-

Con), Chicago, Ill.; Carlson Industries (Drugs), New York; Crest Records (Records), Long Island; Old Masters (Reproductions), New York; Taylor Razors (Dry-Shavers), Newark; Cadillac Imports (Toys), New York.

MARKS-AIKEN COMPANY

33 West 46th St., New York 36, N. Y.
Phone: COlumbus 5-4990
ABP—ANPA

Partner .....Lawrence Marks
Partner.....Sigmund C. Aiken
Media Director.....Florence Saperstein
Production Mgr.....Stanley Marx
Art Director.....Marvin Macnow

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535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022

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Vice Presidents.....S. H. Giellerup, S. L. Meulendyke, C. A. Peterson, R. H. Jones
TV-Radio Director.....Curt A. Peterson

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; WTL Nickel Co.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.).

J. M. MATHES, INC.

260 Madison Ave., New York 17, N. Y.
Phone: LExington 2-7450
ABP—ANPA—APA—PPA—ABC

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Treasurer.....A. E. Cox
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Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathcart

Radio Accounts: Pure Food Co., Inc. (Herb-Ox Boullion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Telephone & Telegraph Capehart-Farnsworth Corp., N. Y. C.; Judson Dunaway Corp.

TV Accounts: Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J.; Houbigant Sales Corp. (Liquid Skin Sachet, A/S Deodorant), N. Y. C.; Northam Warren Corporation (Cutex, Peggy Sage, Odorono), Stamford, N. Y.; Judson Dunaway Corp. (Vanish-Expello), Dover, N. H.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; Imperial Paper & Color Corp., Glens Falls, N. Y.; The Pure Food Co., Mamaroneck, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
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Vice-Pres. & Treas.....I. M. Henkel
Copy Chief, Sec., Media Dir., Space Buyer.....Edward G. Ball
Radio-TV Dir., Time Buyer.....Charles H. Helliwell

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4456
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Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Harold Goodstein
Production Mgr.....Dorothy M. Barry

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Phone: LOrain 7-5710
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Secretary.....G. Reginald McKiel
Business Mgr.....T. P. Maguire
Radio & TV Director.....S. James Andrews
Asst. Dir. Radio-TV.....John Mosman

Branch Offices

12 E. 53rd St., New York 22, N. Y.
Phone: PLaza 9-7676
Vice-Pres., Gen. Mgr.....M. F. Mahoney

664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676
Manager.....L. J. Sholty

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Snow Crop Marketers (frozen foods), New York; Peter Paul, Inc. (Mounds & Almond Joy candy), Naugatuck, Conn.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Packard Motor Car Co., Detroit, Mich.; Hotpoint, Inc. (appliances), Chicago, Ill.; Griesedieck-Western Brewing Co., St. Louis, Mo.; Pfeiffer Brewing Co., Detroit, Mich.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
Phone: DUnkirk 8-2111
ABP—APA—NOAB—PPA—ANPA

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Vice-President .....Forrest Dolan
Secretary.....Sophie Mayers
Production .....Edith Hemphfling
Media Director.....Bob Hoehn

Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 6-3400
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NOAB—PPA—BMB

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Secretary.....Kathryn H. Kelly
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V.P. in Chge. Radio-TV.....A. J. Scalpone
V.P. Chge. New Prog.....Hendrik Booraem
V.P., Radio-TV Crea. Dir...Ralph B. Koser
V.P., Exec. Prod.....Dorothy B. McCann
Dir. Radio-TV Prod.....Edward Sutherland
Mgr. Radio-TV Service..Clifford C. Lubkert
Mgr. Radio-TV Time
Buying.....Thaddeus S. Kelly
V.P., Mgr. Hollywood
Office.....J. Neil Reagan

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Vice Pres.-Mgr.....Paul Holder
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318 S. Michigan Ave., Chicago 4, Ill.
Vice Pres.-Mgr.....Sidney A. Wells
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114 Sansome St., San Francisco 4, Calif.
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Vice Presidents.....Roswell H. Cochran, Clarence Hestorff, Frederick H. McCrea
310 Public Service Bldg., Portland 4, Ore.
Mgr.....Willard E. Wilson

Radio Accounts: American Trust Company, American Safety Razor Corp.; California Packing Corp., California Spray Chemical, Caliifornia Wine Association, Chesebrough Mfg. Co., Chrysler Sales Division, Chrysler Corporation, Columbia Records, Inc., Gruen Watch Company, W. P. Fuller & Co., Lucky Lager Brewing Co., Manufacturers Trust Co., National Biscuit Co., Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Co., S. O. S. Company, Southern California Gas Co., South Counties Gas Co., Standard Oil Co. (Ind.), Standard Oil Co. (Ohio), Swift & Company, Leisy Brewing Co., Westinghouse Electric Supply Co. of St. Louis, Allied Van Lines, Inc., Harshaw Chemical Company (Laurel Products Division), Gray Drug Stores, Inc., Milk Foundation, Inc., Pharma-Craft Corp., Seeck & Kade, Inc., Stegmaier Brewing Company.

TV Accounts: American Trust Co., California Packing Corp., California Wine Association, Chrysler Sales Division, Chrysler Corporation, Gray Drug Stores, Inc., Gruen Watch Company, "Junket" Brand Foods, Pepsodent Division-Lever Bros. Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., Ohio Bell Telephone Co., Pacific Coast Borax Co., Soil-Off Mfg. Co., S.O.S. Company, Southern Calif. Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Leisy Brewing Co., National City Bank of Cleveland, Westinghouse Electric Corp., Westinghouse Electric Supply Co. of St. Louis, Allied Van Lines, Inc., American Safety Razor Corp., Bell Brand Foods, Ltd., California Spray Chemical Corp., Chesebrough Mfg. Company, Chrysler New York Region Dealer Group, Congoleum-Nairn, Inc., Harshaw Chemical Co. (Laurel Products Division), Maytag Sales Company, Portland Gas & Coke Company, Seeck & Kade Inc., Stegmaier Brewing Company.

McCORMICK COMPANY

217 E. 7th Ave., Amarillo, Tex.
Phone: 4-5333
NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
Art Director.....Stefan Kramer

Radio Accounts: Shamrock Oil & Gas Corp.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5533
AAAA—ANPA—APA—PPA

Chm. Bd. & Pres.....Walter K. McCreery
Acct. Execs.....Walter McCreery, Richard Berggren, R. H. Svensson, John R. Gillingham
Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, San Francisco; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Bearist; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7422
ANPA—ABP—APA—PPA—ABC—AAAA

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Secretary, Copy Chief....Howard W. Roper
Art Director.....Samuel Josephs
Production Manager.....James J. Preston
Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1809 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 7-4737
ANPA

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Vice-Pres. & Treas.....David R. Albright
Vice-Pres. Radio-TV....James A. McFadden
Time Buyer.....Evelyn Walmsley
Mdse. Dir.....A. P. Livingston
Secretary.....T. E. Libby

Radio Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Keeler-Weyl Baking Co. (biscuits), Phila.

TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keeler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Phila.

McKIM ADVERTISING LIMITED

1510 Drummond St., Montreal, Que., Can.
Phone: Lancaster 5192
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CNN—PA

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Vice-Pres., Sec.-Treas.....H. R. McDougal

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Nat. Trust Bldg., Winnipeg, Man., Canada
Vice Pres.....A. A. Brown
591 Burrard St., Vancouver, B. C., Canada
Manager.....R. E. Jefferson

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7860
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General Manager.....J. H. Black
Production Manager.....J. A. Johnson
Dir. of Radio & TV.....S. L. Novy
Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....K. Knight
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
Manager .....George Grabin

Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-1010
ABC—ANPA—APA—NOAB—PPA

President.....C. L. Miller
V.P., Treas.....G. V. Carhart
Secretary.....P. P. Hoffman
Space Buyer.....Miss R. Driscoll

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-1640

Manager.....I. M. Tuteur

Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Linit, Niagara Starch), Bachman Choc. Mfg. Co. (Old Sol Bar); Circle Line Sightseeing Yachts, Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAAA

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Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Directors.....Garth Hintz, Arthur Trask
Time Buyer.....Kay Ostrander

Radio Accounts: Interstate Bakeries Corporation (Weber's Bread), Los Angeles; Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Forest Lawn Memorial Park (cemetery & Mortuary), Glendale; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Forest Lawn Memorial Park (cemetery & mortuary), Glendale; Interstate Bakeries Corporation (Log Cabin Bread), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances), Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
ABP—ANPA—PPA

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Secretary-Treasurer .....Helene Mogul
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V.P. & Gen. Mgr.....Nat Wildman
Vice-Presidents.....Seth D. Tobias, Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby

Production Manager.....Al Mauro
Media & Research Dir.....Joel Martin
Dir. Marketing & Mdche.....Jules Lennard
Dir. Radio-TV Dept.....Lewis Wechsler
Dir. TV Prod.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriolo Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Somnyl Pharmacal Corp. of America (Nu-Pax), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Commercial Nat'l Bank, N. Y. C.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Supreme Wines, Inc. (Old Rabbinical Brand Wine), Long Island City, N. Y.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; I. Smallman & Son (Billfolds), Paterson, N. J.; Speed Products Co., Inc. (Staplers), Long Island City, N. Y.

TV Accounts: Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.; Rayco Mfg. Co. (auto seat covers), Paterson, N. J.; Gold Medal Candy Corp., Brooklyn.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: PArkway 1178
PPA—ABP—ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
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Vice-President.....Stanley F. Ellsworth
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Vice-Pres. & Merch. Dir....Walter J. Andree
V.P. Chg. Fashion.....Muriel Johnstone
V.P.....Janet Chatfield-Taylor
TV Director.....W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
V.P. Chg. Midtown Office..Muriel Johnstone
Vice-President .....Janet Chatfield-Taylor
Mdse. Counsellor.....Rosamond Gilmartin

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.; Richfield Oil Corp., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-4194
ANPA—APA

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Vice-Presidents.....Porter F. Anderson, James C. Morgan, J. Paul McKinney
Radio-TV Dir.....James C. Morgan
Time Buyer.....Terry Brady

Branch Office
260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.
Vice-President.....H. P. Roberts

Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap, Scotch Foam Action Cleanser; Sierra Pine Toilet Soap); Nehi Beverage Co., Victory Packing Co. (Thoro Fed. Kal Kan dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
Phone: ORegon 9-4600
APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer
President .....J. Patterson
Exec. Vice-Pres. & Treas.....M. F. House
Space Buyer.....E. Veleber
Mgr. Radio & TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Director of Prod.....L. Waddington
Group Prod. Mgrs.....W. W. Williams, D. R. Quist, D. Wheatley
Sr. Art Director.....E. P. Ellis
Group Art Directors.....P. Zangas, S. Nagle
Art Studio Mgr.....C. Scimecca
Account Executives.....Constance Boland, Reg Goghlan, John Olny, E. R. Korth, F. Peterson

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544
ABP—ANPA—APA—NOAB—PPA—SNPA

Pres. & Treas.....Arthur S. Cotins
Asst. to President.....Robert MacFarland
Vice-Presidents.....James N. Brown, L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir...A. Montgomery Huntington
Sp. Buyer & Research Dir..Miss L. B. Mang
Asst. Sp. Buyer..Miss Christine H. Van Dyke
Asst. Research Dir.....Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director....R. Del Dunning

Account Executives.....Arthur S. Cotins, James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes, Wm. McCarthy

Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; Empire Crafts Corporation (silverware), Newark, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Saratoga Springs Authority (resort & mineral waters), Saratoga Springs, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Rutland Co. Agricultural Society (County Fair), Rutland, Vt.; Unadilla Silo Co. (Silos), Unadilla, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Duofold, Inc. (Underwear), Mohawk, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7377
ABC—ABP—ANPA

President.....Joseph H. Moss
Vice President.....Miles Shefferman
Production Mgr.....Martin Lebwith
Copy Chief.....Gerald H. Bruce
Media Director.....Marian Rand
Radio & TV Dir.....B. Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481
ABP—ANPA

President.....C. W. Muench
General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Copy Chief.....Proctor Fiske

Radio Accounts: Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Bosch Brewing Company (Beer), Houghton, Mich.; G. A. Goodrich Co. (Good-n-Rich Cake Mixes), Chicago, Ill.; Klarer Provision Co. (Meats), Louisville, Ky.; Neuhoff Brothers Packers (Meats), Dallas, Texas; Oshkosh Brewing Co. (Beer), Oshkosh, Wisc.; Standard Pkg. Corp. (Flexible Vacuum Pkg.), New York, N. Y.; Miracloth Sales, The Visking Corp. (Miracloth), Chicago, Ill.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.; Bosch Brewing Company (Beer), Houghton, Mich.; Fannie May Candy Company, Chicago; Fox De Luxe Foods, Inc., Chicago; L. C. Forman & Sons (Pickles & Relishes), Pittsford, N. Y.; Klarer Provision Co. (Meats), Dallas, Texas; Maurer-Neuer Corp. (Meats), Kansas City, Mo.; Neuhoff Brothers (Meats), Dallas, Texas; Pavelka Brothers (Meats), Cleveland; Standard Pkg. Corp. (Flexible Vacuum Pkg.), New York, N. Y.; Oshkosh Brewing Co. (Beer), Oshkosh, Wisconsin; G. A. Goodrich Co. (Good-n-Rich Cake Mixes), Chicago; Miracloth Sales, The Visking Corp. (Miracloth), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-6835

President.....Paul R. Kruming
Exec. Vice-Pres.....Thomas W. Hughes
Vice-President.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....J. La Rosa
Radio & TV Director.....James G. Zea
Time Buyer.....Jacqueline Ruta

Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Quaker Oats Co., W. R. Warner, R. Hudnut, Westinghouse.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151
AAA—ANPA—PPA—NOAB—APA
ABC—ABP—SNPA

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird
Vice-Pres. & Media Dir...Otto R. Stadelman
Vice-Pres. & Radio-TV Dir....J. G. Cominos
Sec.-Treas.....Max D. Anwyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr.....Frank Pittman

730 Fifth Ave., New York, N. Y.
V.P. & Mgr.....Richard Eastland

Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.
Phone. 4-2555
APA

President..... .....Ralph A. Nelms
Secretary .....Annabelle Gray
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach

Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....D. Nicoletti
TV Time, Space Buyer.....Robert Groff
Assoc. TV Prod.....Jack Landt

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 6-8470

Owner .....Ted Nelson
Production Dir.....Sol Lipset
Publicity Dir.....Nat Fields
Account Exec.....Jack Fields
TV Directors.....Perry Bruskin, Charles Durand

Radio Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; R. B. Hathaway (Foot Lotion), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.

TV Accounts: Authentic Publications, New York; TV and Radio Products Co., N. Y.; Ideal Film & Supply Co.

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 7, Fla.
Phone: 98-9721
ABP—ANPA—APA—NOAB

Director.....M. T. Newman
Pres., Radio Dir.....Hunter Lynde
V.-P.-TV Dir.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe
Art Director.....Ed Duckett
Prod. Mgr.....Ned Hubbard

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa.

TV Accounts: Sarasota Meat Packing Co., Tampa, Fla.; Bond-Howell Lumber Company (Bldg. Supplies), Jacksonville, Fla.; Blue Cross-Blue Shield of Fla., Jacksonville, Fla; American Coolair Corp. (Ventilating Equip.), Jacksonville, Fla.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
AAAA—ABP—PPA—APA

Pres., Radio-TV Dir.....R. T. O'Connell
Exec. Vice Pres.....Ethel Merklen
Vice President.....George Miller

Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone: CEntral 8380
ABP—ANPA—PPA—APA—NOAB

President.....Harold A. Thomas
Radio-TV Prod.....Peggy Leonhardt
V.P., Copy Chief.....Jim Spencer
V.P., Treas.....Irving R. Ohlsen
Media Dir.....Alice McDonough
Comptroller .....Florence Treadway

Radio Accounts: Sayman Products Co. (Sayman Soap); John Bardenheier Wine Co.; Dixie Mills Co.; Allen Kirkpatrick & Co. (Frozen Oysters); Meletio Sea Food Co.; Reddi-Wip Co.; Pappy's Products Co. (Pappy's Sassafras Tea); St. Louis Federal Savings & Loan; Weber Implement & Automobile Co.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Ritepoint Co., Knapp-Monarch, General Grocer Co. (Topmsot Foods, Manhattan Coffee); John Bardenheier Wine Co.; Bluhill Products Co.; General Electric Appliances; General Grocer Co. (Manhattan Coffee); Allen Kirkpatrick Co. (Frozen Oysters); Pappy's Products Co. (Pappy's Sassafras Tea); Weber Implement & Automobile Co.; St. Louis Federal Savings & Loan Assn.; Sayman Products Co. (Sayman Soap & Salve).

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted
Exec. Partner.....John T. Foley
Partner.....John K. Mortland
Partner.....Robert B. Pile

Partners.....G. C. Hellickson, Ward Olmstead

Radio Accounts: Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Clover Leaf Creamery Co. (Dairy Products), Minneapolis, Minn.; Owatonna Canning Co. (Canned Goods), Owatonna, Minn.; Northland Milk & Ice Cream Co. (Dairy Products), Minneapolis, Minn.; Northwest K-F-Willys (Automotive), Minneapolis, Minn.; Page & Hill Homes (Prefabricated Homes), Shakopee, Minn.; Salisbury Co. (Bedding), Minneapolis, Minn.; Hotel Leamington (Hotel), Minneapolis, Minn.; Boutell Bros. (Furniture), Mnineapolis, Minn.; Avochem Co. (Clothes Softener), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes—Dallas, Texas), Minneapolis, Minn.; Country Kitchen (Salad Dressings), Minneapolis, Minn.; Northland Milk & Ice Cream Co. (Dairy Products), Minneapolis, Minn.; Nevens Co. (Laundry & Dry Cleaning), Minneapolis, Minn.; Northwest K-F-Willys (Automobiles), Minneapolis, Minn.; Hotel Dyckman (Hotel), Minneapolis, Minn.; Hotel Leamington (Hotel), Minneapolis, Minn.; Boutell Bros. (Furniture), Minneapolis, Minn.

O'NEIL, LARSON, McMAHON

230 N. Michigan, Chicago 1, Ill.
Phone: And. 3-4470
ABC—ABP—ANPA—AFA

Partner.....Nelson J. McMahon
Partner.....Edw. H. Larson
Exec. V.P.....Walter Zivi
Controller.....J. O. Webb
Sr. Acct. Exec.....W. P. McWilliams
Acct. Execs.....Ray Smasal, Frank Stein, Peg Robinson, Norman Larson, Joseph F. Littleton
Media Dir. & Radio-TV Buyer....Wm. Cline
Assistant .....Lois Schultz
Prog. Director.....Stan Kaatz

Branch Offices
290 Madison, New York City
Phone: MU 3-8930
Manager .....Jack Roberts
67 Yonge St., Toronto, Canada

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ANPA—NOAB—PPA

President.....Robert W. Orr
Vice-Pres. .....Eldon Sullivan
Vice-President .....Freemont Knittle
Asst. to Pres.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergman

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

TV Accounts: Andrew Jergens Co.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 11, Kans.
Phone: Dr 7250
ABP—ANPA—APA—FAAG

President .....Merritt Owens
Vice-President.....R. Grant Neds
Production Mgr.....Glenn A. Scott
TV Director.....Earl Allvine
Art Director.....Bernard L. Wardlow

Radio Accounts: Joe M. O'ffill Motor Co. (Nash Dealer), Kansas City, Kan.; Kelley-Williams Motor Co. (Ford), Kansas City, Kansas; Chevrolet Dealers Assoc. (Chevrolet), Greater Kansas City; Home Federal Savings & Loan, Kansas City, Mo.

TV Accounts: Davidson Furniture Co. (Furniture), Kansas & Missouri; Chevrolet Dealers Assoc., Greater Kansas City; DeCoursey Creamery Co. (Dairy Products), Kansas City, Kansas; Inter-State Bldg. & Loan, Kansas City, Kan.; Nash Dealers of Greater K. C. (Nash), Greater Kansas City.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
AAAA

President.....W. H. Horsley
Secretary.....H. O. Stone
V.P. & Radio-TV Dir.....Trevor Evans

Branch Offices
715 Cascade Bldg., Portland, Ore.
Phone: Capitol 1021
V.P. & Manager.....Milton Foland
606 Chronicle Bldg., Spokane, Wash.
Phone: MAin 4371
Manager .....Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Washington State Apple Commission (Soft Fruits).

TV Accounts: Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Fisher Flouring Mills Company; Washington Cooperative Farmers Association; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Apple Commission; Washington State Fruit Commission;

William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-2424
ABP—ANPA—APA—PPA—ABC—NOAB

Partners.....A. G. Peart, J. A. H. Rehm
Comptroller .....F. Dubeck
Media, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Acct. Execs.....W. F. James, G. M. Cleland, S. C. Bernsley, W. Byrne, D. C. Porteous, F. N. McInerney, A. Bindrim, G. Kraus, Jr.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055
PPA

President-Treasurer.....C. H. Pearson

Radio Accounts: Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, John Schuman
Radio-TV Director.....S. S. Schweitzer

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopolitan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products).

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics).

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.
Phone: BElmont 4-5121

Partners.....William L. Phillips, Charles C. Ramsey
Media Director.....Robert L. Phillips
Radio-TV Prod. Dir.....Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy Products), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Dennstedt Electro Mart (Electrical Appliances), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Co. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Stanley Andrews Sporting Goods; Walker-Scott Corporation (Department Store); San Diego, Calif.

TV Accounts: Arden Farms Co., First Nat'l Bank, San Diego, Calif.; Alsynite Co. of America; Community Chest; First National Trust & Savings Bank; Food Basket; Silver Gate Building & Loan Association; Stanley Andrews Sporting Goods; Walt Tufford; Walker-Scott Corp.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 3-6131
APA—PPA—NOAB—SNPA—TAAN

Partner.....Jack N. Pitluk, Sr.
Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....Sam Kiklin, C. Carolus, G. A. Knapp, Jr., Evans Wyatt
Public Relations Dir.....Jim Battersby
Radio Director.....Margaret Morrison
TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelin Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1001 No. Western Ave., Los Angeles 29, Calif.
Phone: HOllywood 5-0580

Owner & Sales Mgr.....Irwin T. Porter
Partner & Time Buyer.....Gertrude Porter
Account Executive.....Jean Norab

Radio Accounts: Imperial Card Co., Beemak Plastics, Beverly Termite Control Service, Western Art Studios, Acme Hardware & Builders' Supply, Beverly Motors, Carl's Paints, Roy Bruemmer Enterprises, Phelps Mfg. Co.

R. J. POTTS—CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775
ANPA—APA—NOAB—PPA—ABP

President.....R. J. Potts
Exec. Vice Pres.....J. B. Woodbury
Vice Presidents..C. C. Tucker, E. A. Warner, C. L. Robinson, W. M. Giesecke, Al Coleman
Radio & TV Director.....William J. Brewer

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GArfield 6490
PPA—SNPA—ABP—ANPA—AFA

President.....George L. Prater

Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Copy Chief.....Barbara Brock
Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

PRODUCT SERVICES, INC.

17 East 45th Street, New York City
Phone: MUrray Hill 7-0204
President.....Les L. Persky
Vice-President.....Charles K. Hepner
Promotion Director.....N. R. Lorman
Time Buyer.....G. Ligorner
TV Accounts: Cameo Curtains Royal Crest Sales (Thrift House); John Irving Shoe Company (Mary Jane Shoes).

RADIO ADVERTISING CORP. OF AMERICA

128 Mallory Ave., Jersey City 5, N. J.
Phone HEnderson 4-2332
Pres., TV Dir.....Michael A. Fiore
Vice-President.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Radio Director.....Paul Apello
Account Executives....B. Wilman, G. Fiore, B. E. Geise, P. Bernhardt, J. Amitrani, A. Bryant
Radio Accounts D. Wolff & Co. (Credit Clothing), Newark, N. J.; Stage Coach Inn (Night Club), S. Hackensack, N. J.; Specialty Sales Company (Mail Order Items), Lakewood, N. J.; Coast-to-Coast Vendors, Inc. (Vending Machines), New York, N. Y.; Crescent Construction Corp., North Bergen, N. J.; Leslie Toy Co., Brooklyn, N. Y.; No-Worry Chemical Co., Newark, N. J.
TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
Pres. & Treas.....E. G. Naeckel
Vice-President.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Media Director.....Dorothy L. Parsons

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABC
President.....Wilbur W. Randall
Art Director.....Robert I. Berger
Radio & TV Director.....Florence F. Grady
Radio Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Geo. E. Dewey & Co. (Moving Storage), General Electric Supply Corp. (Television, Radio), Hartford Gas Company (Public Utility), New England Laundry (Laundry), Savitt Jewelers (Jewelry), Wachel's (Dept. Store), Hartford, Conn.
TV Accounts: Country Club Soda Co., Inc., Springfield, Mass.; Crown Petroleum Corp., Conn. & Mass.; Savitt Jewelers, Hartford, Conn.; State Line Potato Chips.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: WOodward 1-4662
ABP—ANPA—APA—PPA—NOAB
President.....H. Ross Mack
Vice-President.....Hal. G. Trump
Secy. & Copy Chief.....George B. Dow
Radio Director.....R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack, Hal G. Trump, R. D. Hughes, Charles Foerster, Lee E. Crooks
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

32 Green St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—ABP—APA
Owner.....Milton C. Tauder
Art Director.....Henry Krupinski
Production Manager.....Margaret McDado
Publicity Director.....Rita Levine
Research Director.....Shirley Trinker
Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: MArket 3-5100
AAAA—ABP—ANPA—ABC—AFA
Pres. & Treas.....Chas. Dallas Reach
Exec. V.P., Gen. Mgr.....F. R. Risley
Vice-Presidents .....Howard Sands, H. H. Black
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz
Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-4176
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; Koppers Co. (Coke Fuel); Philadelphia Coke Co.
TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.; Philadelphia Coke Co.; Dugan Bros. (Baked Goods).

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA
Owner.....James R. Reese

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—NBP
President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,

Helen A. Brown, R. W. Stafford, E. K. Pottle, Dr. A. R. Root, Russell E. Neff, R. H. Burbank
V.P., Radio & TV Dir.....R. E. Neff
V.P. & Media Director.....Dr. A. R. Root
Time Buyer.....Coy Bender
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.
TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
ABP—ANPA—NOAB—ABC—CCA
PPA—APA—NBP

President .....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Frank M. Baker
Media Director.....John Priebe
Space Buyer.....J. F. Brown
Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Otarian (Hearing Aids), Chicago, Ill.; von Schrader Mfg. Co. (Deterg-ene Rug Cleaner), Racine, Wis.; Cartan Travel Bureau, Inc., Chicago, Ill..
TV Accounts: von Schrader Mfg. Co. (Deterg-ene), Racine, Wis.; Burgess Cellulose Co. (Sponges), Freeport, Ill.; American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CApital 7-7611
ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Ruleffe Barbour
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Bowen
Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

EMIL REINHARDT, ADVERTISING

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408
ABP—ANPA—APA

Owner .....Emil Reinhardt
Account Executive .....Joseph Connor
Timebuyer, Radio & TV.....James C. Resor
Radio Accounts: Central Bank, Marysville, Calif.; Golden Crust Bakers (Bread), Chico, Calif.; Kilpatrick's Bakery (Bread), San Francisco, Calif.· Old Home Bakers (Bread), Sacramento, Calif.
TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Par-T-Pak Beverage Co. (Soft Drinks), Oakland, Calif.; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

JOSEPH REISS ASSOCIATES

101 W. 57th Street, New York, N. Y.
Phone: CI 6-4260
ABP—APA—PPA

President .....Joseph Reiss
Copy Chief.....Elizabeth Taubin
Media Director.....Cliff Greene
Vice-President.....Cecile B. Reiss
Radio Accounts: Aristocrat Leather Products Co. (billfolds), New York, N. Y.; The Lander Company (Dixie Peach hair pomade), New York, N. Y.; Helen Neushaefer, Inc. (cosmetics), College Point, N. Y.

E. W. REYNOLDS LIMITED

355 King St., West Toronto 1, Ont., Canada
Phone: Empire 8-6157
ABC

Chairman of Bd.....Edward W. Reynolds
Pres., Gen. Mgr.....C. Warren Reynolds
Vice-President.....J. H. Mitchell
Sec. & Treas.....Fred Banks
Production Manager.....M. Landmann
Copy Chief.....N. Stuart Walton
Radio Director.....H. E. Karpus
Media Director.....Helen Anderson
Account Executives.....H. D. R. Newby, H. Shrimpton

Branch Office
985 Sherbrooke St. W., Montreal, Quebec
Phone: LAncaster 3745

Exec.-in-Charge.....H. J. Tingle
Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; Dale Estate Ltd. (Roses), Brampton, Ont.; Dairy Farmers of Canada (Dairy Products), Toronto; T. Sisman Shoe Co. (Shoes), Aurora, Ont.; T. S. Simms Co. (Brooms & Mops), St. John, N.B.; B & A Motors (Autos), Toronto.
TV Accounts: Moffats, Ltd. (Ranges), Toronto.

RHOADES & DAVIS ADVERTISING

79 Post St., San Francisco, Calif.
Phone: EXbrook 2-6468
ABP—ANPA

Partner.....Robert O. Davis
Art Director.....Alf Restad
Media Director.....Edith Curtiss
Media Asst.....Faye Hanger

Branch Office
1201 West 4th St., Los Angeles, Calif.
Phone: MIchigan 2396

Partner.....Tom D. Scholts
(Affiliate: Scholts Advtg.)

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA—ABP—ANPA—APA
NOAB—PPA

Chairman & Pres.....Fletcher D. Richards
Vice-Presidents.....Eugene I. Harrington, Bradley A. Walker, M. J. Casey, J. S.

Davidson, Radcliffe Romeyn, E. D. Hill, K. Young, E. A. Gray, J. E. Shepherd
Sec.-Treas .....Duane W. Beurmann
Vice-Pres. & Media Dir.....E. A. Elliot
Spvrs. Radio-TV Comm.....S. J. Frolick
Radio-TV Prod. Chief...Robert S. Colodzin
Copy Chief.....William L. Russell
Radio & TV Dir.....Edwin S. Reynolds

Branch Offices
221 N. La Salle St., Chicago, Ill.
Manager.....Wayne D. Jordan
HARRINGTON & RICHARDS: Division of F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec.-in-Charge .....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
Exec.-in-Charge.....Greacen Mitchell

Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; Peter Fox Brewing Co. (Fox DeLuxe Beer); National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.

TV Accounts: Avoset Company; Eastern Air Lines; Peter Fox Brewing Co.; U. S. Rubber Company—Tire Division, Footwear Div. (Keds); American Machine & Foundry Co.; Hathaway Manufacturing Co.

M. EVANS RICHMOND ADV. AGENCY

127 So. 22nd St., Philadelphia 3, Pa.
Phone: LOcust 7-1674-5
Pres. & Radio Time Buyer
M. Evans Richmond
Art Director.....D. Bowers
Production Mgr.....D. Blaine

Branch Office
230 Boylston St., Boston 16, Mass.
Exec.-in-Charge.....Robert S. Richmond
Yucca Vine Bldg., Hollywood, Calif.
Exec.-in-Charge.....Morey K. Reiss

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30
Owner.....R. C. Riebel

Radio Accounts: Bank of Louisville, Commonwealth Life Insurance Co., Liberty National Bank & Trust Co., Hurry-Up-Broadway.

RINGER & ASSOCIATES, INC.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 7-8131
AAAA—ABP—ANPA—APA—NAAN
President .....Lee Ringer
Art Director.....Russell Furstnow

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766
Owner .....Dan Rivkin

Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—AFA
President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
TV Director.....Talbot Johns
Media Dir.....R. C. Neuman

Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.; Western Federal Savings & Loan Assoc., Los Angeles, Calif.; Lincoln Savings & Loan Assoc., Los Angeles, Calif.

TV Accounts: Cinch Products, Inc. (Baking Mixes), Los Angeles, Calif.; Loma Linda Food Co. (Food Products), Arlington, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.; Western Federal Savings & Loan Assoc., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
ABC—ANPA—APA—NOAB—PPA—ABP
President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Revere Camera Co. (Revere Cameras & Projector), Stewart & Ashby Coffee Co. (Stewart's Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK-ALLAN ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone: MUrray Hill 9-3850
ABP
Owner-Copy .....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President .....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Sidney Bernberg, Ira Segall, Gerald Addis, Mal Grossman
Radio Director.....Trina Shuchat
TV Director.....Irving Rocklin
Production .....Sue Wurtzburg, Helen Wurtzburg, Barbara Kunin

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture); Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering (Floor coverings).

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Bailey's, Inc. (Clothiers); Cole-Finder, Inc. (Mercury dealer); Roxy Rug & Linoleum Co. (Floor coverings); Picturesome Foods (Foods); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB
SAAA

President.....Walter E. Smith
Exec. Vice-Pres.....Ray H. Reynolds
Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-Pres. & Copy Chief...Robert L. Headen
Radio Director.....Lawrence E. DuPont

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
Exec. V.P. & Mgr.....R. E. Brooks
1004 Baltimore Ave., Kansas City 6, Mo.
Exec. V.P. & Mgr .....B. G. Wasser

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

ROIZEN & RICH, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: MAdison 5915
AAAA—ABP—ABC—APA

President .....Manus Roizen
Vice-President.....Arthur H. Rich

Radio Accounts: Music House (Radios, Phonographs, TV), Buffalo, N. Y.; Neuman Motors, Inc. (New Car Dealer), Buffalo, N. Y.; Parkside Furniture Co. (Furniture Store), Buffalo, N. Y.; Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.; Rich Products Corp. (Dessert Topping Mfr.).

TV Accounts: Rich Ice Cream Co. (Ice Cream Mfr.), Buffalo, N. Y.; Sattler's, Inc. (Department Store), Buffalo, N. Y.; Vigorettes, Inc. (Vitamin Capsule), Buffalo, N. Y.; Reddy Pharmacal Co. (Cough Syrup), Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: University 6-9471
AAAA—ABC—ANPA

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Treasurer..... Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....H. Williamson

108 Peter St., Toronto, Can.

Vice-President.....R. J. Avery

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers of Canada, Ltd., Montreal; Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; McColl-Frontenac Oil Co., Ltd., Boots Pure Drug Company (Canada), Ltd. (Catarrh Capsules), Canadian Shaler Company (Rislone Motor Oil), Fueloil & Equipment Co., Ltd. (Timken Oil Burners), Louis K. Liggett Co., Ltd. (Drug Prescriptions), Harco Laboratories, Limited (Rybutol), Wm. R. Warner & Co., Ltd. (Sloan's Liniment).

CHARLES EDSON ROSE CO.

6570 Sheridan Rd., Chicago 26, Ill.
Phone: HOllycourt 5-8000
ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Director.....Norton Spitzer
Space & Radio Time Buyers.William Perry, M. B. Cooper

Radio Accounts: Charms & Cain, H. C. Evans & Co., Winkenweder & Ladd, Inc., Elron Co., Lombardo Wine Co.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Production Mgr.....Joan Burke

Branch Office

3719 Reading Rd., Cincinnati 29, O.
Manager.....L. C. Brown

Radio Accounts: Bailey Co., Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
Phone: JUdson 2-3550
ABP—ANPA—APA

President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Comptroller & Off. Mgr....H. J. Carmichael
Account Executives.....Irl W. Rose 2nd, John A. Boulle

Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

Buyer .....Irving Rosen
Production Mgr.....E. Wayne

Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.; Ask Pharmacal Co., Astoria, L. I., N. Y.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
Los Angeles 48, Calif.
Phone: BRadshaw 2-5608
ABP—APA

Owner—Radio Dir.....A. James Rouse
Art Director.....John Fish

Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN, INC.

32 E. 68th St., New York, N. Y.
Phone: TRafalgar 9-3600

Chairman of Board.....David Finn
President .....Wm. Ruder
General Manager.....Hyman Wagner
Art Director.....Jay Genser
Copy Chief.....Ted Levine
Publicity Director.....Paul B. Zucker
Radio-TV Director.....Rene Schenker

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
Phone: BAker 7900
AAAA—ABP—ANPA—PPA

President.....C. L. Rumrill
Treas. & V.P.....H. R. Hanson
Vice Presidents.....N. A. Gallagher, G. M. Prince, W. T. Jensen
Secretary.....G. G. Wallington
Radio-TV Director.....Alan Brown

Radio Accounts: Brighton Place Dairy, Community Savings Bank, Rochester, N. Y.

TV Accounts: Community Savings Bank, Union Trust Company.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.
AAAA—ABP

President .....Lowe Runkle
Secretary .....Irene Gammel
Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann.
Radio-TV Dir.....Maury Ferguson

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Dulaneys, Inc. (Appliance Distributors); Simpson Auto Co. (Ford Dealer); Liberty National Bank & Trust Co., Okla. City, Okla.; Hirsch-Swan (Air Conditioning), Oklahoma City, Okla.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Southwestern Bell Telephone (Telephone Service); Ralston Purina Co. (Purina Chows), St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Central Oklahoma Milk Producers Assn., Oklahoma City, Okla.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board...Frederick B. Ryan
President .....Frederick B. Ryan, Jr.
Exec. V.P.....Robert M. Watson
Vice-Pres. & Treas.....J. B. Bell
V-P, Dir. of Radio & Tel...Thomas G. Slater
Network Rel. & Bus. Mgr.....Grant Y. Flynn
Dir. of Canadian Radio & TV Publicity.....Louis de Milhau
Dir. of New Program & Talent Development.....Henry Frankel
Asst. Producer.....Roly Howe
TV Film Supervisor.....Robert Rubin
Exec. Prod. TV Film Comm.....Pud Lane
TV Asst. Producer.....Gloria Shaffer
Dir. Radio-TV Continuity....Bernard Lubar

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Phone: FINancial 1833

Western Manager.....Paul E. Watson
Chicago Manager.....William P. Littell
Sr. Vice-President .....P. E. Watson
Sr. Vice-President .....W. P. Littell
Director Radio & TV.....R. W. Metzger
Vice Pres.....N. E. Heyne
Producer (TV).....Edward Simmons
Producer (TV-AM) .....Frank Blotter
Producer (TV) .....James Taylor
Producer (AM-TV).....Walter Daspit

Branch Offices

7430 Second Blvd., Detroit 2, Mich.
Vice-President .....Tod Reed

Carew Tower, Cincinnati 2, Ohio
Vice-Pres. & Manager.....John L. Magro

505 N. Ervay St., Dallas, Texas
2650 University Ave., St. Paul 4, Minn.
Mgr.....James R. Rahders

812 Olive Street, St. Louis 1, Mo.
Senior Vice-Pres. .....Oscar A. Zahner

Gulf Oil Bldg., Houston 2, Texas
Vice-Pres. & Mgr.....T. F. Keady

N. Life Tower, Seattle 1, Wash.
V.P. & Manager.....F. G. Mullins

235 Montgomery St., San Francisco 4, Cal.
V.P. & Manager.....John L. Harvey

1680 No. Vine St., Hollywood 28, Cal.
V.P. & Manager.....J. H. Weiser
2 Toronto St., Toronto, Ontario
Manager .....John Brookman

Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, Baldwin Piano Co., Beltone Co., Capitol Fritos Inc., Chasers Inc., Comfort Mfg. Co., Delaware, Dr. Pepper Co., Druggists Supply Corp., Electric Auto-Lite Co. of Canada, Emery Industries Inc., Encyclopedia Britannica, Fehr Baking Co., Florence Stove Co., Fritos Inc., General Shoe Co., Goodall Fabrics Inc., Hancock Oil Co., Horlicks Corp., Kentile Inc., Krey Packing Co., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., MacFadden Publications Inc., Markus Campbell Co., Motorola, Inc., Arthur Murray School of Dancing, Nalley's Inc., Norite Co., OshKosh B'Gosh Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Morris B. Sachs, Safeway Stores, Sperti Biodyne Inc., A. E. Staley Mfg. Co., Toledo Steel Products Co., United Wallpaper Co., Western Reddi-Wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Yale & Towne Mfg. Co., Zonolite Co., American Breeders Service, Bavarian Brewing Co., Chocolate Products Co., Helene Curtis Industries, Inc., Albert Dickinson Co., Doyle Packing Co., Thomas Emery & Sons, Inc., Glaser-Crandell Co., A. D. Goodman Bros., Houston Post, Jacob Ries Bottling Co., Janney Semple Hill & Co., Jel Sert Co., Linco Products Distributing Co., Minnesota Hospital Service Assoc., Minnesota Consolidated Canneries, Inc., Seattle First National Bank, So Good Potato Chip Co., Sugardale Provision Co., Texas Bank & Trust Co., Waxed Paper Institute, Western Gear Works, Rap-In-Wax Paper Co.

LEWIS EDWIN RYAN

726 Jackson Pl., N.W., Washington 6, D. C.
Phone: Re. 7-7606
AAAA—ABP—ANPA—ABC
Owner .....Lewis Edwin Ryan
General Manager.....J. F. Hardie
Comptroller.....Preston B. Coiner
Radio TV Div.....William J. Green

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 9-5141
ABP—ANPA—APA—NOAB—PPA
President .....Ben Sackheim
Vice-Pres.....George B. Pampel
Vice-President .....Ted Gravenson
Treasurer .....Murray Miller
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Bernard Spire
Fashion Promotion Director..Ruth Hammer
Media Director.....M. A. Parmenter
Service Manager.....H. A. Gigante

Radio-TV Dept.
Research Director.....Dr. J. S. Pearlson
Public Relations.....B. W. Saas
Radio & TV Time Buyer....Rita O'Sullivan
Account Executives.....Jerome G. Hahn, Ezra Millstein, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Sylvia Sackhem, Ted Breining, Ted Gravenson

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America; Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.; Davega Stores Corp., New York; Flex-Let Corp. (Flex-Let Watch Bands & Beau Brummel Men's Jewelry), E. Providence, R. I.; Waltham Watch Co., Waltham, Mass.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain); Flex-Let Corp., E. Providence, R. I.; Peter Pan Foundations, Inc. (Brassieres), New York; Vita Food Products, N. Y.; Vulcain Watch Co., New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
ABP—ANPA—PPA—ABC
President.....Stanley J. Keyes, Jr.
Vice-President.....John L. Fitzgerald
Vice-Pres.-Art Director...Alfred A. Anthony
Vice-Pres.-Copy Chief.....Ward Seeley
Production Manager.....William Korcak
V.P., Media Dir.....James J. Freeman
Publicity Directors.....S. B. Garretson, Torrey Stearns

Branch Offices
1004 No. Charles St., Baltimore 18, Md.
Phone: PLaza 2-0809
Manager..... Arthur Booth

Radio Accounts: Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware); Romanoff Caviar Co. (Beef Tea), N. Y. C.

RICHARD SALINGER, ADV.

99 Chauncey St., Boston 11, Mass.
Phone: LI 2-5332
Pres., Copy Chief, Rep. & Radio Time Buyer.....Richard Salinger
Production Manager.....Thomas Amos

Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Touraine Stores (Women's Specialty), Kay Jewelry Co., Boston, Mass.

TV Accounts: Lehrbuger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES

30 Howe Ave.., Passaic, N. J.
Phone: GRegory 3-1414
ABP
President.....H. Harvey Salow
Art Director.....Orvel Carlson
Copy Chief.....William Levison
Production Dir.....Donald Canter

Media Director.....Josephine Catanzaro
TV Accounts: Tel-O-Tube Corp. (cathode ray tubes), E. Paterson, N. J.; Awnair Corp. of Amer. (metal awnings), Wayne, N. J.

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB

Owner .....Walker Saussy
Account Executives.....Moise Bloch
Charles Bloom, II, P. J. Stakelum, Jr., J. C. Shields, Jr.

Radio Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy Co. (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Petrolane Gas Co. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products); Reily & Co., Inc. (Luzianne Coffee & Tea).

TV Accounts: American Brewing Co. (Regal Beer), New Orleans, La.; Elmer Candy (Elmer Candies), Holsum Bakeries, Inc. (Holsum Bread), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugars; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 16, N. Y.
Phone: PLaza 5-1324

President.....Frank B. Sawdon
Vice-President .....Jerry Bess
Secretary.....Victor Sawdon
Radio-TV Copy.....Yale Schaefer
Radio-TV Prod.....James Hackett

Branch Office
75 E. Wacker Drive, Chicago, Ill.
Phone: Dearborn 2-0826

Office Manager.....Tom Mannos

Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Bond Television Mfrs.

TV Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—PPA

President..... Julius Scheck
Secy. & Treas.....Morris Scheck
V. P., Radio-TV Dir.....E. Grant Scheck
Prod. Mgr., Art Dir.....Henry R. Scheck
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Marlon Confectioners Corp.

TV Accounts: Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
Sydney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer .....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
Phone: MIchigan 2396
ABP—ANPA

Owner.....T. D. Scholts
Radio-TV Dir.....Cory Simmons
Art Director.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GAspee 1-4813-4-5
ABP—ANPA—APA—NOAB—PPA—ABC

Vice-President.....Gordon Schonfarber, Jr.
Vice-President.....Russell C. Edwards
Vice-President.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....R. J. McVicker, Jr.

Radio Accounts: Gladding's, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Mal's Baby Shoppes (Toys), Providence & Pawtucket; Paris Fabrics, Providence; Boulevard Florists; Providence Retail Trade Board; Henry Levaur (Automobiles), Providence, R. I.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Barton's Chrome Center (Retail Appliances), Providence, R. I.; Mal's Baby Shoppes, Pawtucket & Providence; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ABP—ANPA—ABC

Pres. & Treas.....R. J. Scott
Vice-President.....C. L. Liliemfeld
Copy Chief .....L. Krakover
Time Buyer.....E. Vanderploeg
Art. Dir.....A. Thaler
Secretary .....H. Heilig

Radio Accounts: Chicago Stadium, Puritan Co. of America, Salerno-Megowen Biscuit Co. Schutter Candy Co., Walgreen Co., Haw-

thorne-Mellody Farms Dairy, National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wisc.; Boyer International Lab./H. A. Hair Arranger, Chicago; Buddy Boy Popcorn Co., Chicago; Little Dutch Candy Shops, Chicago.

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 6-9397
ABP—APA

Owner & Director.....J. B. Sebrell
Media.....P. W. Thomas
Account Executives.....Harry Page, P. W. Thomas, J. B. Sebrell

Radio-TV Accounts: Eject Donut Sales (Donut Makers), Children's Mart (Toys).

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice President.....George Bayard
Vice-Presidents.....A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Fred W. Swanson
Sec.-Treas.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time Buyer .....Merle Myers
Space Buyer .....A. H. Bergsten
Radio-TV Director.....R. B. Young

Branch Offices
Lemcke Bldg., Indianapolis 4, Ind.
Phone: Market 1395
V.P. in Chg.....Paul Richey
7324 Santa Monica Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-1103
Manager.....Lionel C. Place

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars, Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone: TRinity 3445
APA

Owner, Mgr.....Dorothy Segar
Sec.-Treas., Radio Dir.....D. D. Segar
Art Director.....D. D. Fitchard

Radio Accounts: Geo. B. Wallace Co., (Buick dealers & service); Niklas & Son (flowers).

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-0360
ABP—ANPA

Owner-Acct. Exec.....Frederick Seid

THE JAMES C. SEIX CO.

345 Madison Ave., New York, N. Y.
Phone: MUrray Hill 6-6368

Pres. & Time Buyer.....James C. Seix
Art Director.....Corienne Abbazia
Media Director.....Walter B. Rios
Publicity Dir.....Mallory Dorn
Account Executives.....James C. Seix, Lue H. Witt, P. J. Rosaly, Frank Whalen

SEWELL, THOMPSON & CAIRE

203 Cigali Bldg., New Orleans, La.
Phone: Tu 2251
SNPA—ABP

President .....Granville Sewell
Vice-Presidents.....R. V. Caire, Kenneth Thompson, A. Radlaver
Production Mgr.....E. Franz

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone: MAin 2579
ANPA—APA—PPA

Partner-Space Buyer-Radio Dir. Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO ADVERTISING

1612 Market St., Philadelphia 2, Pa.
Phone: LO 4-2877
ANPA—ABP—PPA

President .....Edward Shapiro
Vice-Presidents.....H. H. Shapiro, Leonard Goldsmith, Elinor L. Brown, J. Rensel
Secretary .....Martin Sacks
Media Dir.....R. Goddes

JOHN W. SHAW ADVERTISING, INC.

716 N. Rush St., Chicago 11, Ill.
Phone: MOhawk 4-6323
ANPA—APA—PPA—NOAB

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant, P. L. O. Smith
Media Dir.....Ann Shaffer

Radio Accounts: Jacob E. Decker & Sons (Div. of Armour & Co.) (meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (meat), Eau Claire, Wis.; Armour & Co. (Dial Shampoo), Chicago; The Quaker Oats Company, Chicago, Ill.; American Motorists Insurance Co. (Insurance), Chicago, Ill.; Lumbermen's Mutual Casualty Co., Chicago, Ill.; Dormeyer Corp. (Electrical Appliances), Chicago, Ill.; Fred Harvey (Hotels & Restaurants), New Mexico.

TV Accounts: Armour & Company (Dial Shampoo), Chicago; The Quaker Oats Company, Minneapolis; American Motorists Insurance Co., Chicago; Dormeyer Corp., Chicago.

J. WILLIAM SHEETS

2013 Fourth Ave., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB
Owner.....J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA
President.....Kenneth E. Shepard
Vice-President.....B. F. Homan
Prod. Mgr.....B. Shepard
Radio Accounts: Wilson & Co., National Assn. of Homebuilders.

SHERMAN & MARQUETTE, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ANPA—APA
NOAB—PPA—ABP
Chairman & Treas.....Arthur Marquette

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—AFA—PPA
President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
Treas.....Ramon N. Silton
V.P. Art.....Andre B. Paquette
Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Snider Fuel Company (Fuel), Charlestown, Mass.
TV Accounts: Craftsman Insurance Co. (Accident & Health Insurance); New England Provision Co. (Meats); Barcolene Co. (Household Cleaners), Boston, Mass.

SIMON & GWYNN

Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB—ABP
FAAG
Partners.....Milton Simon, H. N. Gwynn
Branch Office
930 Stahlman Bldg., Nashville, Tenn.
Phone: 5-8909
Chief Exec.....G. K. Leckie
Radio-TV Accounts: American Snuff Co., Donald Furniture Co., The Humko Co., Robilio & Cunco (Ronco Foods), American Tea & Coffee Co.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA—ABP
Partners.....Leonard N. Simons
Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copeland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Gerson's Inc. (Jewelry); People's Outfitting Co. (Dept. Store); Detroit Free Press; Dossins Food Products (Pepsi-Cola); General Electric Supply Co (Appliances); Guardian Savings & Loan; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.
TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); Detroit Free Press; General Electric Supply Co. (Appliances); Gerson's Jewelers, Inc.; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.

R. C. SMITH & SON, LTD.

80 King St., W., Toronto, Ont.
Phone: EMpire 4-9396
President.....Adam F. Smith
Secretary.....W. P. Smith
Treasurer.....M. M. Marugg
Space Buyer.....M. E. Lloyd
Managing Director.....G. A. Phare
Account Executive.....R. G. Fitzpatrick

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA
Pres. & Treas.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....R. L. Davis, P. M. Shaughnessy, H. D. Peltier, W. J. Smith
Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-9312
ABP—ANPA—APA—PPA—FAAG
President.....Ronald P. Taylor
Chairman of the Board..Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Production Assistants.....Tom Cadden, Dick Pearson

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP—FAAG
President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger

Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Radio Accounts: National Soap & Refining Co., Grocers Wholesale Co.

SORENSEN & CO.

430 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030
ABP—ANPA—PPA—NOAB—APA
President.....Roy A. Sorensen
Art Dir.....W. D. MacCourt
Space Buyer.....Dorothy Samer
Radio Accounts: Bowey's, Inc., J. P. Harding Restaurants.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: 3-4789
Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Acct. Execs.....Robert F. Hayward, Robert B. Hanna
Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Hadley Oil Service, Worcester, Mass.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—PPA
President .....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Copy Chief.....Ishmael McCullough
Production Manager.....Richard Scott
Dir. of Pub. Rel.....Millie T. Trager
Research Director.....Cal Morris
Radio-TV Director.....Don Blauhut
Radio-TV Account: Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

WILLIAM SPITZ & CO., INC.

114 So. Warren St., Syracuse 2, N. Y.
Phone: 2-7228
ABP—ANPA
Owner, Acct. Exec.....William Spitz
Art Director.....Wayne J. Lewis
Copy Chief.....Janet R. Lyman
Production Mgr.....Peter Williams
Space & Time Buyer.....Maxine Constable
Radio-TV Director.....Ed Herr
Radio Accounts: Community Home Improvement Co. (food-freezer plan, roofing, siding), Syracuse; Empire Card Company (greeting cards), Elmira; Fair City Savings & Loan Assn., Syracuse; Grange Silo Co., Inc., Red Creek; Hofmann Packing Co., Inc. (meat products), Syracuse; Mohican Stores, Inc., Syracuse & Auburn; Oswego Soy Products Corp., Oswego; Pilgrim Packing Company (meat products), Syracuse; Syracuse Card Company (greeting cards), Syracuse; Syracuse Glass Company (store fronts, mirrors), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; University College of Syracuse University (Adult Education Division), Syracuse; Virden Company (food brokers); Baldwin-Hall Co., Inc. (Appliances), Syracuse; Henry Frank Leather Co. (Leather Goods), Syracuse.
TV Accounts: Community Home Improvement Co. (food-freezer plan, siding), Syracuse; Onondaga Supply Co., Inc. (appliances), Syracuse; Spector-Genesee Motor Sales, Inc. (Cadillac-Oldsmobile dealer), Syracuse; Syracuse Nationals Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco dog & cat food), Fair Haven; Virden Company (food brokers), Syracuse; Outdoor Store (Sporting Goods), Syracuse; University College of Syracuse Univ. (Adult Education), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Wilson's Leading Jewelers (Jewelers), Syracuse; Empire Card Co. (Greeting Cards), Elmira, N. Y.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811
President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
TV Director.....T. R. Hart
Account Executives.....J. R. Charles, F. J. Collins, W. G. Wallace, P. R. L. Charles, L. F. McCartney, G. M. MacDonald, R. W. Saunders, G. F. Mills, W. H. Reid, W. F. Nugent

Branch Office
3405 Addington Ave., Montreal, Quebec
Phone: WA 0344
Vice-Pres.....V. L. Hanna
Acct. Exec.....D. McCrimmon
Radio Director.....P. E. Corbeil

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821
Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W.Gudelman
Program Director.....E. C. Bloodworth
Radio Accounts: Brewster's Food Supplement, Los Angeles; Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles; Knox Co. (Mendco & Cystex), Los Angeles.
TV Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles.

STERLING ADV. AGENCY, INC.

535 5th Ave., New York 17, N. Y.
Phone: MUrray Hill 7-3400
ANPA—PPA

Chairman of Board.....S. M. Broun
President.....Joseph S. Edelman
Secretary, Space Buyer.....William Forray
Treasurer .....Herbert Goldsmith
General Mgr.....Arthur Booth
Radio-TV Director .....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 5-0339

Owner.....Fred D. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABC—ABP—ANPA

Pres. & Treas.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West
VP & Dir. of Sales.....Joseph D. Nelson, Jr.
VP & Dir. TV Dept.....C. Thomas Martin
VP & Dir. TV Media...Robert A. McDowell
Dir. TV Production.....Gary Lee
Asst. Dir. TV Productions.....Dick Sontag
TV & Radio Time Buyer.....James Gray

Branch Office
501 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-6077

Manager .....Frank Flagg
Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes & Cobbies), Cincinnati, O.
TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, Ohio; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Ohio Oil Company (Marathon Cat Gasoline, V.E.P. Motor Oil), Findlay, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; Fulham Fish Co. (Four Fisherman frozen fish), Boston, Mass.; Chunking Sales Co., Inc. (Chinese Foods), Duluth, Minn.; Northland Foods, Inc. (Wilderness Pie Fillings), Duluth 2, Minn.

STORM ADVERTISING COMPANY

72 East Ave., Rochester, N. Y.
Phone: Baker 9140, 9149

Pres., Treas.....Morry Storm
V.P.-Radio & TV Dir. &
Acct. Ex.....Jean Schantz
Prod. Mgr.....Norman Ludlow, Jr.
Asst. Radio & TV Dir.....Marian Simpson
Office Mgr.....Thelma Prinzivalli
Radio and TV Accounts: Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Wolk Brothers (automobiles), Rochester; Westinghouse Electric Supply Co. (appliances), Rochester, Syracuse; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; People's Outfitting Co. (furniture & appliances), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; Morey Carr Sporting Goods, Rochester, N. Y.; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; Seneca Stores (Appliances), Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester; Croton Watch Co., New York, N. Y.

STORM & KLEIN, INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA

Chairman Exec. Com.....Charles M. Storm
President, Secretary.....Allston E. Storm
Executive Vice-Pres., Treas...Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka
Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.
Phone: HAncock 6-7644
AAAA—ABP—ANPA—APA—NBP—PPA

President.....Daniel F. Sullivan
Sales Dir.....Robert N. Sullivan
Treas.....William H. Sullivan
Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Dryvit Auto Rental), Cambridge, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 Fifth Ave., New York 16, N. Y.
Phone: ORegon 9-2500
ANPA—APA—NOAB—PPA

President.....Raymond F. Sullivan
Vice-Pres.....Donald D. Stauffer
Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Sect.....John P. Cohane
Vice-Pres. .....Ralph Smith
Vice-Pres. & Treas....T. Newton Weatherby
Vice-Pres.....Lloyd W. Baillie

V.-P. & Copy Chief.....Joseph Leopold
V.-P. & Media Dir.....Francis Minehan
V.-P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....A. K. Spencer
Vice-Pres.....Joseph Hardie
Vice-Pres. .....Maitland Jones
Vice-Pres.....Samuel Carter III
Vice-Pres.....Ida S. Raisback
Vice-Pres. ....Barrett Welch
Vice-Pres.....William M. Spire
Vice-Pres.....Clemens F. Hathaway
Vice-Pres. .....Joseph Hardie
V.-P. & Research Dir.....Luther H. Wood
V.-P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....M. Herbert King
V.-P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed

Branch Office
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 2119
Vice-Pres.....Jack Van Nostrand

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2000
AAAA—ANPA—ABP—NOAB—ABC
President .....Stanley Resor
Vice-Pres. in Charge of Radio & TV
John U. Reber
Radio-TV Time Buyers.....James O. Luce, Anne Wright, Jayne Shannon
Radio-TV Talent Buyers..Virginia Spragle, H. Bart McHugh, Jr.

Branch Offices
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WEbster 3-7201
Vice-President .....Cornwell Jackson
Vice-Pres.....Tom R. Cooper
Time Buyer.....Eileen Henriquez
410 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-0303
Vice-Pres. & Gen. Mgr.....George C. Reeves
Radio Director.....Peter Cavallo
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.
Phone: Garfield 1-3510
Sr. V.P. & West. Div. Mgr.....H. T. Stanton
V.P. & Pacific Coast Mgr.....Fred Fidler
Radio Time Buyer.....Frances Austin

Radio-TV Accounts: Atlantis Sales Corp.; P. Ballantine & Sons; Ford Dealer Advertising Groups; Indiana Bell Telephone; Johns-Manville Corp.; Kraft Foods Co.; Lever Brothers Co.; Libby McNeill & Libby; Pan American World Airways; Pan American Grace Airways; Pharma-Craft Corp.; Penick & Ford Ltd.; RCA Victor Division of RCA; Safeway Stores Inc.; Shell Oil Company, Inc.; Standard Brands Inc.; Swift & Co.; Ward Baking Co.; J. B. Williams Co.; Eastman-Kodak Company; Meyenberg Milk Products Co.; Mentholatum Co.; W. F. Young, Inc.; Pacific Mills; Michigan Hospital Service (Blue Cross); Champion Spark Plug Co.; Borg-Warner Corp. (Norge Division); Brillo Mfg. Co.; Florida Citrus Commisson; Yellow Cab of Los Angeles; Pond's Extract Company; Bowman Dairy Co.; Associated Hospital Service; Church & Dwight Co.; Devoe & Raynolds Co.; Indiana Motor Truck Assoc., Inc.; Mentholatum Co.; Mystik Adhesive; National Credit Union Assn.; Parker Pen Co.; Quaker Oats Co.; Scott Paper Co.; Sophie Mae Candy Corp.; Staze, Inc.; Trailer Coach Manufacturers Assn.; United Hospital Service.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NOAB—PPA—ABC
Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Vice-Presidents.....F. Haas, F. Nye
Production Mgr.....C. R. Holmberg
Radio & TV Director.....P. A. Baecker

Radio Accounts: H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.; American Pharmaceutical Co., Inc., New York, N. Y.; Dellwood Dairy Co., Inc., Yonkers, N. Y.; Adolph Goldmark & Sons Corp. (Chivers Jams, Rose's Lime Juice), New York, N. Y.; Gristede Bros., Inc. (Groceries), New York, N. Y.; R. P. Hussey Assoc. (Fire Extinguishers), New York, N. Y.; Packers Tar Soap, Inc., Mystic, Conn.

TV Accounts: H. C. Brill Co., Gristede Bros., Inc., New York; John Opitz, Inc., New York, N. Y.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: Sterling 4741
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA—SNPA
President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Vice-Pres., Secy.-Treas..John H. Wellenkamp
Director Radio & TV.....Philip L. McHugh

Branch Office
711 Main St., Houston, Texas
Phone: CH 5467
Vice-President.....Clay W. Stephenson, Jr.

Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mills & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Ben E. Keith Company (Beer), Dallas, Texas; Reserve Life Insurance Co., Dallas, Texas.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Ireland's Barbecued Beef & Chili, Houston, Abilene, Wichita Falls; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Skillerns Departmental Drug Stores, Dallas; Haggar Co. (men's slacks), Dallas; Adleta Company,

Dallas; Ben E. Keith Company (Beer), Dallas; Reserve Life Insurance Co., Dallas.

VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone: ELdorado 5-5185

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General Manager.....Agnes Kingsley
Copy Chief.....William T. Malone

Radio Accounts: W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.; Dolcin Corporation (Dolcin), New York, N. Y.; Kedrin Pharmacals, Inc. (Pharmaceuticals), New York, N. Y.; C. F. Mattlage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon, N. Y.; Whitehall Pharmacal Co. (Guards Cold Tablets), New York, N. Y.

TV Accounts: Dolcin Corporation (Dolcin), New York, N. Y.; C. F. Mattlage Sales Co. (Foods), New York, N. Y.; Tasty Toothpaste Corp. (Tasty Toothpaste), Mt. Vernon; W. K. Buckley, Inc. (Jack & Jill Cough Syrup), Buffalo, N. Y.

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Branch Office
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 7457

Manager.....Robt. E. Dwyer
Radio-TV Director.....Forrest F. Owen
Media & Research Dir.....Snowden Hunt

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co. Los Angeles, Calif.; Colonial Dames (Cosmetics); Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cahill Co. (Cough Syrup), Decatur, Ill.

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AAAA—AFA

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Radio & TV Director.....R. B. Stevens
Asst. Radio-TV Dir.....W. E. Burge

Radio Accounts: Allegheny Ludlum Steel Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Colonial Biscuit (crackers), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Galen Laboratories, Inc. (medications), Pittsburgh; Niagara Manufacturing & Distributing Co. (mechanical massage pulsator), Adamsville, Pa. & Buffalo, N. Y.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Colonial Biscuit Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Galen Laboratories, Inc., Kaufmann's Department Store, Pittsburgh; Wm. G. Johnston Company (printers), Pittsburgh; Fan Tan Chewing Gum Corp., Pittsburgh; Niagara Mfg. & Distributing Company.

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TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Enid Berger
Account Executives.....William Solow, S. P. Jackson, Milton Schwartz, J. C. Silverman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Strauss Stores (Auto Appliances); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Pierce School of Radio & TV; Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Colony Motors; Book Find Club; Dale Dance Studios; Bonded Motor Mart; Relaxacizor Sales Co.

TV Accounts: Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Flag Dog Food; Warren Connolly; North American Van Lines; Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Colony Motors; Stevens & Thompson Paper Co.; Wing & Fin; Chinchilla Industries, Inc.

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Branch Office
2405 W. 8th St., Los Angeles 57, Calif.
Phone: Dunkirk 3-1141

Vice Pres.....C. E. Staudinger
TV & Radio Dir.....Cecil Underwood

Radio Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; Ben Hur Products, Inc. (Ben Hur Coffee, Tea, Spices, Extracts), Los Angeles, Calif.; H. J. Caruso, Inc. (Automobiles), Compton, Calif.

TV Accounts: Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Larus & Bro. Co. (Edgeworth Pipe Tobacco, Holiday Pipe Mixture, Edgeworth & Holiday Cigarettes), Richmond, Va.; Los Angeles Brewing Co. (Eastside Beer), Los Angeles, Calif.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

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Vice-President.....Lewis G. Kay
Secretary.....F. F. Wasser
Media Director.....Harry Anderson
Television Director.....Alvin Roth
Account Executives..G.S. Wasser, L. G. Kay, Roy Phebus, Zane Knauss

Radio Accounts: Rosenbaum Dept. Store, Pittsburgh, Pa.; Don Allen (Chevrolet), Pittsburgh, Pa.; Coca Cola of Pgh., Pittsburgh, Pa.

TV Accounts: Isaly Dairy Stores, Pittsburgh, Pa.; Morrison & McCluan (Frozen Foods), Pittsburgh; Rosenbaum Dept. Store, Pittsburgh; Equitable Gas Co. (Appliances), Pittsburgh; G. E. Supply Co., Pittsburgh; Coca Cola of Pgh.; J. A. Williams Co. (Appliances), Pittsburgh; Drake Baking Co., Pittsburgh.

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Account Executives.....Ril C. Keefe, Don Dyer
Radio-TV Director.....Don S. Mitchell

Branch Offices
Fidelity Union Life Bldg., 1511 Bryan, Dallas, Tex.
Phone: RIverside 5201

Manager .....Burke Gilliam

Radio Accounts: Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Watt Plumbing, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; El Wino, Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Chili Bowl Seasoning, Tulsa; Palace Office Supply, Tulsa; Brookside Bank, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Ozark Nurseries, Tahlequah, Okla.; Patterson Roses, Dallas, Tex.

TV Accounts: Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet.

WEAVER-GARDNER, INC.

405 Oppenheim Bldg., Saint Paul 1, Minn.
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AAAA—ABP—APA

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Account Executives.....Donald Gardner, Patricia M. Kelly
Secretary.....Blanche G. Anderson
Vice-President.....D. F. Gardner
Auditor.....A. J. Bergevin

Radio Accounts: Fairway Foods, St. Paul; R. H. Keller & Scotties Dist. (Frozen Foods), St. Paul; Myndall Cain, Inc. (Cosmetics), Minneapolis; Stewart Paint Mfg. Co., Minneapolis; Gopher State Oil Co., Minneapolis.

TV Accounts: Fairway Foods, Inc.; R. H. Keller Co. & Scottie's Dist., Gopher State Oil Co., Minneapolis.

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V.P., Treas.....John Davenport Scheuer
Vice-Pres., Chg. TV.....Harry Trenner
Business Manager.....Les Blumenthal
Chief Time Buyer.....Joan Stark

Radio Accounts: Kauser-Willys Sales Division of Willys Motors, Inc.; Blatz Brewing Co.

TV Accounts: Seeman Brothers (Air-Wick, Nylast), New York, N. Y.; Blatz Beer, Kaiser-Willys, Revlon Prod. Corp. (cosmetics), New York, N. Y.; G.H.P. Cigar Company.

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Art Director.....Arthur Gordon
Production Manager.....Sally Green
Media Dir.....Max Tendrich

Radio Accounts: Nedick's Inc. (Stores & Concentrate for Orange Drink), New York, N. Y.; June Dairy Prod. Co., Inc. (Butter, Eggs, Cheese), New York, N. Y.

TV Accounts: Nedick's, Inc. (Concentrate for Orange Drink), New York, N. Y.; Flagstaff Foods (Wholesale Foods), Perth Amboy, N. J.

E. TAYLOR WERTHEIM

299 Madison Avenue, New York 17, N. Y.
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Art Director.....Walter Kolligs
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Chief Timebuyer.....Claire Koren
Radio-TV Dir.....Edmund A. Lytle

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1655 Scheffer Ave., St. Paul, Minn.
Executive in Chg.....Harold L. Maddux

Radio Accounts: Librascope, Inc., Ontra Cafeterias, Los Angeles; Voice of Prophecy, Inc., Glendale, Calif.; Alemite Div., Stewart-Warner Corp., Los Angeles, Calif.; Mills Sales Co., Los Angeles, Calif.; Helaine Seager Pink Ice, Beverly Hills, Calif.

TV Accounts: Fisherman's Wharf of Long Beach, Long Beach, Calif.; Voice of Prophecy, Inc.; Pink Ice, Inc.; Alemite Div. of the Stewart Warner Corp.

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Merchandising Director..Edward Greenberg
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1st Vice Pres.....Wm. R. Farrell
Secretary-Treasurer.....William A. Dunn
Mgr. Radio-TV.....Robert C. Alexander

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Vice-President.....R. K. Strassman
Calif. Bank Bldg., Hollywood 28, Calif.

Radio Accounts: Campbell Soup Co., Adam Scheidt Brewing Co. (Valley Forge Beer, Rams Head Ale); Bev-Rich Carbonated Dranks.

TV Accounts: Stephen F. Whitman & Son, Inc.; Campbell Soup Co.; Adam Scheidt Brewing Co.

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Phone: Chestnut 6380
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Sr. Vice-Pres.....C. A. Brandon
Vice-President.....W. L. Sanborn
V.P., Radio-TV Dir.....V. L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Pietuch

Radio Accounts: Deep Rock Oil Corp., Tulsa, Okla.; Miller Chemical Co., St. Louis, Mo.; Dorothy Perkins (Cosmetics), St. Louis, Mo.; Katy Railroad, St. Louis, Mo.; American Packing Co.; St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling Co., Chester, Ill.

TV Account: Deep Rock Oil Company.

FRANK WRIGHT NATIONAL CORP.

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Phone: DOuglas 2-5470

Manager .....Frank Wright
Treasurer .....Sylvia Wright
Vice-President.....Perry O. Hatlen
Production Director.....Trudy T. Shebs
Account Executive.....Marjorie Moore

Branch Offices
5746 Sunset Blvd., Hollywood 28, Calif.
Phone HO 2-7111

Radio-TV Accounts: Calo Dog Food Co., Inc., Oakland, Calif.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
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Exec. V.P., Co-Chmn. Plans Brd.....Louis N. Brockway
V.P. Chge. Finance.....Jacob H. Geise
Sect.-Treas.....Harry H. Enders
Asst. Treas., Spvsr. Accounting.....George N. Farrand
V.P., Art Director....Frederick S. Sergenian
V.P., Copy Director.....H. S. Ward
V.P., Mgr. Copy Dept...John B. Rosebrook
V.P., Dir. Int'l. Div.....Lorimer B. Slocum
V.P., Legal Advisor.....David Miller
V.P., Co-Chmn. Plans Brd., Media Dir.....A. V. B. Geoghegan
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Manager.....James W. Johnson

6253 Hollywood Blvd., Hollywood 28, Calif.
V.P. Radio-TV.....Walter Bunker

235 Montgomery St., San Francisco 4, Calif.
V.P. in Charge.....Edward A. Merrill, Jr.

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Cannon Mills, Inc.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; International Harvester Co.; Life Savers Corp.; Mission Bell Wineries; Singer Sewing Machine Co.; Time, Inc.; Zenith Radio Corp.; P. Lorillard Co.; Cudahy Packing Co.; American Bakeries Co.; Drake Bakeries, Inc.; Johnson & Johnson; Northern Paper Mills; Personal Products Corp.; Petri Wine Co.; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Gulf Oil Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; P. Lorillard Co.; American Home Foods, Inc.; International Silver Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Elgin National Watch Co.; Hunt Foods, Inc.; Remington-Rand, Inc.; American Bakeries; Cudahy Packing Co.; Drake Bakeries, Inc.; Max Factor & Co.; Time, Inc.; Petri Wine Co.; Permacel Tape Corp.; Northern Paper Mills; Mission Bell Wineries; International Harvester Co.

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Acct. Executive.....M. John Yount
Production Mgr.....George R. Rinderle
Secretary .....Luella Drenning
Art Director.....Russel Adam

Radio-TV Accounts: The Erie Brewing Company (Beer), Erie, Pa.; Sterling Milk, Inc. (Milk), Erie, Pa.; Lake Shore Nash, Inc. (Automobiles), Erie, Pa.

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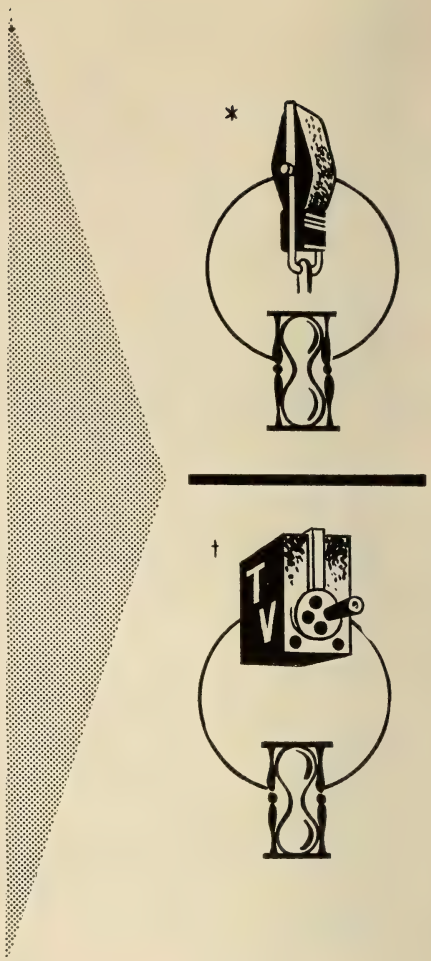

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Executive.....Charles H. Cowling

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Mgr.....Bruce G. Pattyson

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1037 Paul Brown Bldg., St. Louis 1, Mo.
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1402 Barnett Bank, Jacksonville, Fla.
Phone: JA 6-5770
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20 Providence St., Boston, Mass.
Manager .....Bruce Pattyson
Phone: HU 2-3163
Mgr.....Clarke R. Brown

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General Manager.....Haskell Bloomberg

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Mgr. .....Ruth Evans

28 Carleton St., Cambridge, Mass.
Phone: Kirkland 7-2355
Mgr. .....Mrs. Joseph Bishop

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Exclusive Representative U.S.A.

Guy Bolam, American Sales & Servicing Agency
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Phone: PLaza 9-8150
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Treasurer.....Robert H. Bolling
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Phone: WH 3-2040
Executive-in-Charge.....John D. Stebbins
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-8158
Executive-in-Charge.....George Bolling III
5 Third St., San Francisco, Calif.
Phone: GA 1-6740
Executive-in-Charge.....John T. Coy
80 Boyleston St., Boston 16, Mass.
Executive-in-Charge .....Richard Koenig
Phone: HU 2-0346

LOUIS J. BORGATTI, INC.
419 Boylston St., Boston, Mass.
Phone: COmmonwealth 6-0718
Pres.-Treas.....Louis J. Borgatti

THE BRANHAM COMPANY
230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-1860
President .....Eugene Corcoran
Vice President.....Joseph F. Timlin

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726
President.....E. F. Corcoran
Chairman of Board.....John Petrie
V. P.....C. B. Peterson
7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0440
Executive-in-Charge.....Ed Charney
1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: Riverside 4884
Executive-in-Charge.....J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025
Executive-in-Charge.....H. L. Ralls
Title Guaranty Bldg., St. Louis 1, Mo.
Phone: Chestnut 6192
Executive-in-Charge.....J. E. Nicholson
703 Market St., San Francisco 3, Calif.
Phone: YUkon 2-1582
Executive-in-Charge .....Walter Patzlaff
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1551
Executive-in-Charge .....Norman Noyes
2001 Liberty Life Bldg., Charlotte 2, N. C.
Charlotte 2, N. C.
Phone: 2-8839
Executive-in-Charge.....B. C. Finch
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge.....Sidney L. Nichols

BULMER & JOHNSON, INC.
WCCO Bldg., Minneapolis 2, Minn.
Phone: LIncoln 7017

BURN-SMITH CO., INC.
19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5
Vice Pres.-Eastern Mgr.....C. Stanley Bailey

Branch Offices
307 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5936
Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr. .....Harlan G. Oakes
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 6-5819

CAPPER PUBLICATIONS, INC.
1035 Topeka Blvd., Topeka, Kans.
Phone: 3-2377
General Manager.....Ben Ludy

Branch Offices
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1250
Executive-in-charge.....William L. McKee.
333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
Executive-in-Charge.....Barney Clark
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge.....Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
Manager.....Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge .....Fred Jameson
1151 South Broadway, Los Angeles 15, Calif.
(Walter Biddick Company)
Executive-in-charge .....Guy Biddick

CBS RADIO SPOT SALES
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
General Sales Mgr.....Henry R. Flynn
Eastern Sales Mgr.....Milton F. Allison
Mgr. Sales Development.....H. A. Carlborg
Research Mgr.....Richard Hess
Promotion Mgr.....Sherril Taylor

Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Western Sales Mgr.....Gordon Hayes
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Ralph Patt, Jr.
Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Manager.....Bert West
6121 Sunset Blvd., Los Angeles 28, Calif.
Phone: Hollywood 9-1212
Manager.....Buck Hurst

31 Third St., N.E., Atlanta 5, Ga.
Phone: Elgin 0727
Manager .....David Kittrell

CBS TELEVISION SPOT SALES

Service of CBS Television
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice-Pres. in Charge.....Merle S. Jones
Gen. Sales Mgr.....Sam C. Digges
Business Manager.....Ben Margolis
Research Manager.....Fay Day
Eastern Sales Mgr.....Clark B. George

Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Midwestern Sales Mgr.....E. A. Larkin

800 Peachtree St., Atlanta, Ga.
Phone: Elgin 0727
Manager.....H. H. Holtshouser

902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager .....Warren Abrams

Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000
Manager .....Maclean Chandler

1313 N. Vine St., Los Angeles 28, Calif.
Phone: Hollywood 9-1212
Manager.....J. Richardson Loughrin

HENRY I. CHRISTAL CO.

270 Park Ave., New York, N. Y.
Phone: MUrray Hill 8-4414
Manager.....Henry I. Christal

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone: CE 6-6357
Manager .....James L. Thompson

Russ Building, San Francisco, Calif.
Phone: YU 2-1204
Manager .....Richard E. Green

2107 Book Building, Detroit 26, Mich.
Phone: WOodward 3-2365
Manager.....Joseph R. Spadea

581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180
Manager .....Richard Charlton

GEORGE W. CLARK CO.

333 N. Michigan Ave., Chicago, Ill.
Phone: CE 6-2884
Manager.....George W. Clark

Branch Offices

11 W. 42nd St., New York, N. Y.
Phone: Oxford 5-2090
Manager.....David A. Harris

111 No. La Cienega, Beverly Hills, Calif.
Phone: CR 5-2022
Manager .....Lee O'Connell

233 Sansome St., San Francisco, Calif.
Phone: YU 6-2981
Manager .....William A. Ayres

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
Phone: ELdorado 5-5666
Pres. & Mgr.....Thomas F. Clark
Asst. Mgr.....Madeline E. Miklos

Branch Office

35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Paul Elsberry

3049 E. Grand Blvd., Detroit, Mich.
Phone: Trinity 1-8981
Manager .....Paul Pequinot

992 William-Oliver Bldg., Atlanta, Ga.
Phone: Lamar 7088
Manager .....Harry Cannon

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545 Fifth Avenue, New York 17, N. Y.
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Treasurer.....Robert R. Vance, Jr.
Vice-President .....Charles Mountain
(National representatives for campus radio stations throughout the country.)

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111 S. 5th St., Philadelphia, Pa.
Phone: LOmbard 3-0882
Manager .....R. Butche

Branch Offices

285 Madison Ave., New York 17, N. Y.
Manager .....Stephanie Maytas

228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270
Pres. & Manager.....Donald Cooke

Branch Offices

1072 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge.....Charles J. Sheppard

228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge.....Fred R. Jones

111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Executive-in-Charge.....Lee F. O'Connell

233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Executive-in-Charge.....William A. Ayers

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5770
Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: Alpine 7841
Operators....Dora C. Cosse, Clayton J. Cosse

DEVNEY & CO.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
President.....E. J. Devney

Branch Office
64 East Lake St., Chicago, Ill.
Phone: FR 2-0016
Manager .....Hal Holman

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 9-3747
President.....Max M. Everett
Secretary.....M. Jane Callahan
Sales Mgr.....Powell H. Ensign
V.P. & Western Sls. Mgr. .Robert Mandeville

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9052
Executive-in-Charge .....R. Mandeville
111 LaCienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Exec.-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Exec.-in-Charge.....William A. Ayres

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Phone: PLaza 5-8501
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Phone: Delaware 7-1874
Manager .....Tom Sinquina
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Madison 6-8329
Manager .....Lawrence Krasner
593 Market St., San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager .....Zonabelle Samson
502 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7844
Co-Manager ....Clayton Cossé
Co-Manager .....Mrs. Dora Cossé

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444 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2700
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V.P., Eastern Sls. Mgr.....Jones Scovern
New Advertisers.....Wm. Morrison

TV Department
Eastern Sales Manager.....John W. Brooke
Promotion Mgr.....Lorin S. Myers

Branch Offices
230 N. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 2-6373
Vice-Pres. .....John A. Cory

Radio Department
Midwest Sales Mgr.....Arthur W. Bagge

TV Department
Midwest Sales Mgr.....George F. Stanton
322 Palmer Building, Atlanta 3, Ga.
Phone: Main 5667
Mgr. .....James M. Wade
3463 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 1-4255
Mgr. .....W. W. Bryan
406 W. 7th St., Fort Worth 2, Texas
Phone: Fortune 3349
Mgr. .....Dean Milburn
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: 9-2151
Mgr. .....Hal W. Hoag
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-3798
Radio Manager.....F. Thomas Boise
Television Mgr.....Richard G. Rothlin

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740
President .....Helen Gill
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Branch Offices
75 E. Wacker Drive, Chicago, Ill.
Phone: CEntral 6-2420
2330 W. 3rd St., Los Angeles, Calif.
Phone: DUnkirk 7-4388
57 Post St., San Francisco, Calif.
Phone: Sutter 1-5568

W. S. GRANT CO., INC.

703 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685
General Manager.....W. S. Grant

Branch Offices
1127 Sunset Blvd., Los Angeles, Calif.
Phone: Madison 9-2653
33 W. 42nd St., New York, N. Y.
Phone: BRyant 9-1374
612 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-8177

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624
President .....Melchor Guzman
Radio Executives.....A. Malecki, J. Moran, G. Ortiz

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Exec. Vice-Pres.....Dwight S. Reed
Vice-Pres. & Sec.....Frank E. Pellegrin
Vice-Pres.....Carlin S. French
Vice-Pres.....Paul R. Weeks
Vice-Pres. .....Harold Lindley

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-6431
Vice-President.....Dwight S. Reed
155 Montgomery St., San Francisco, Calif.
Phone: YUkon 2-5701
General Manager.....James Alspaugh
Equitable Bldg., Hollywood, Calif.
Phone: HOllywood 7-1480
V.P.-Gen. Mgr.....Harold Lindley

HARRINGTON, RIGHTER & PARSONS, INC.

347 Madison Ave., New York 17, N. Y.
Phone: LE 2-1741

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Vice Pres.....Volney Righter
Vice Pres.....James O. Parsons, Jr.
Acct. Executive.....John F. Dickinson
Acct. Executive.....Burton Adams
Acct. Executive.....Maurice Rashbaum, Jr.
Account Executive.....Norman Walt

Branch Office

Tribune Tower, Chicago, Ill.
Phone: Whitehall 4-0074
Executive-in-charge.....Carroll R. Layman
Russ Bldg., San Francisco, Calif.
Phone: Sutter 1-4125
Executive-in-charge.....Franklin Dougherty

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420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8701

President.....Frank W. Miller, Sr.
Vice-Pres. Sta. Rel.....William B. Faber
Vice-Pres., Gen. Mgr.....Sterling Beeson
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Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Executive-in-charge.....John W. Wrath
Palmer Bldg., Atlanta 3, Ga.
Executive-in-charge.....Eli W. Sweatman
300 Montgomery St., San Francisco 4, Cal.
Executive-in-charge.....Ralph W. Mitchell
Taft Bldg., Hollywood, Cal.
Executive-in-charge.....Clark N. Barnes
Lincoln-Liberty Bldg., Philadelphia, Pa.
Executive-in-charge.....Robert S. Dome
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GEORGE P. HOLLINGBERY CO.

307 N. Michigan Ave., Chicago 10, Ill.
Phone: DEarborn 2-6060
President.....George P. Hollingbery

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500 Fifth Ave., New York 18, N. Y.
Phone: BRyant 9-3960
Executive-in-charge.....John I. Peterson
411 W. 5th St., Los Angeles 13, Calif.
Phone: Madison 6-1351
Executive-in-charge.....Harry H. Wise, Jr.
625 Market St., San Francisco 4, Calif.
Phone: Douglas 2-7192
Executive-in-charge.....George E. Lindman
233 Peachtree St., Atlanta 3, Ga.
Phone: Lamar 5710
Executive-in-charge.....Richard N. Hunter

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner .....Hal Holman

Branch Offices

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5365
Executive-in-charge.....Ed Devney
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: Hywd. 9-5408
Manager .....Tracy Moore
116 New Montgomery St.,
San Francisco 5, Calif.
Phone: Exbrk 2-8033
Manager .....Tracy Moore

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-4813
President .....Jack Koste

Branch Offices

228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 5096
5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: YOrk 8812
15 Harriet St., San Francisco 3, Calif.
Phone: UNderhill 3-6480
Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298

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41 East 42nd St., New York 17, N. Y.
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Secretary .....Frank Navarro

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545 Fifth Ave., New York, N. Y.
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Mgr. Radio Div.....J. Wootton

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Phone: WEbster 9-7260
Manager .....L. J. Pollard

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488 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-4460

President .....Eugene Katz
V.P., Dir. of Sales Policy...George W. Brett
Treasurer .....Morris J. Beck
Sales Manager.....Morris S. Kellner
Director of TV.....Edward Codel
Sales Mgr. (TV).....Scott Donahue

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-7343
Vice-President .....G. H. Gunst

Penobscot Bldg., Detroit, Mich.
Phone: Woodward 3-8420
Manager .....R. Bateman

Bryant Bldg., Kansas City 6. Kans.
Phone: Victor 7095
Manager.....T. J. Flanagan, Jr.

22 Marietta St., Altanta 3, Ga.
Phone: Alpine 1637
Manager .....Keith Byerly

2006 Bryan St., Dallas 1, Texas
Phone: RIverside 4036
Manager .....D. Rutledge

Russ Bldg., San Francisco 4, Calif.
Phone: Sutter 1-7434
Manager.....Stanley J. Ruelman

530 W. Sixth St., Los Angeles 14, Calif.
Phone: Tucker 8167
Manager .....Richard Hasbrook

JOHN KEATING

414 Alderway Bldg., Portland 5, Ore.
Phone: Beacon 4107
Manager.....Don P. Motter

Branch Office

Second and Pine Bldg., Seattle, Wash.
Phone: Elliot 6520
Manager .....Jack Ellison

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1806 Packard Bldg., Philadelphia 2, Pa.
Phone: RIttenhouse 6-8546
Executive Personnel—Malcolm E. Kennedy, Foster G. Bowen, Kathryn B. Peters.

KETTELL-CARTER

200 Berkeley St., Boston 16, Mass.
Phone: Liberty 2-5799
Partner. .....Elmer Kettell
Partner .....Marjorie Carter

A. LEWIS KING

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8276
Proprietor.....A. Lewis King

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8755
President.....Joseph H. McGillvra

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 2-5282
V.P. & Manager.....Judd Sparling

111 N. La Cienga Blvd., Beverly Hills, Calif.
Phone: Bradshaw 2-4727
Manager.....Lee F. O'Connell

233 Sansome St., San Francisco 4, Calif.
Phone: YUkon 6-2981
Manager.....William A. Ayres

ROBERT MEEKER ASSOCIATES INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170
President.....Robert D. C. Meeker
Eastern Manager.....Louis J. F. Moore
Account Exec.....Edgar B. Filion
Account Exec.....Byron Goodell

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742
Manager.....Carl F-J Jewett

8 West King St., Lancaster, Pa.
Phone: Lan. 5251
Manager .....Dick Sheetz

6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 9-5408
West Coast Manager.....Tracy Moore

339 Russ Building, San Francisco, Calif.
Phone: YUkon 6-4940
Manager .....Don Pontius

CLYDE MELVILLE CO.

402 Melba Bldg., Dallas, Tex.
Phone: Sterling 1558
Owner .....Clyde Melville

NATIONAL BROADCAST SALES

222 Simcoe St., Toronto, Ontario
Phone: EMpire 6-3718
General Manager.....R. A. Leslie
Commercial Manager.....W. C. Tierney

Branch Office

1396 St. Catherine St., W., Montreal
Phone: UNiversity 6-1538
Manager.....E. F. Kavanagh

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
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Mgr., New Bus., Prom.....H. W. Shepard
Nat. Manager, TV.....John Reber
Nat. Mgr. (Rad.).....George Dietrich
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Sales Service Mgr.....Caroline Herbert
Eastern Sales Mgr. (TV)....Luellen Stearns
East. Sales Mgr. (Rad.).....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Central Radio Sales Mgr....Robert Flanigan
Central TV Sales Mgr.....John Mulholland

NBC Bldg., Cleveland 4, Ohio
Phone: CHerry 1-0942
Radio & TV Sales Rep.....John C. Treacy
Sunset & Vine, Hollywood 28, Calif.
Phone: Hollywood 9-6161
Sales Rep. (Radio).....Doty Edouarde
Sales Rep. (TV).....Walter Davison
NBC Bldg., San Francisco 2, Calif.
Phone: Greystone 4-8700
Sales Rep. (Radio).....Martin Percival
Sales Rep. (TV).....George Fuerst
Penobscot Bldg., Detroit, Mich.
Phone: *WOodward* 1-1610
Radio Sales Rep.....Paul Mensing
TV Sales Representative.....Allan Kerr

NATIONAL TIME SALES

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Phone: MUrray Hill 2-0810
Sales Manager.....Arthur Gordon
Asst. Sales Mgr.....Robert J. Kizer
Branch Office
627 S. Lafayette Park Pl., Los Angeles 5, Cal.
Phone: DU 2-3200
Manager.....Harlan G. Oakes
235 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-5819
Manager .....Burt Beggs
(Following for Station KIWW, San Antonio, Texas only.)
5225 Wilshire Blvd.; Los Angeles 36, Calif.
Phone: YOrk 8812
Manager .....Gene Grant

HARLAN G. OAKES & ASSOCIATES

235 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-5819
307 N. Michigan, Chicago, Ill.
Phone: CEntral 6-4437
672 S. Lafayette Park Pl., Los Angeles, Calif.
Phone: DUnkirk 2-3200
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810

PAN AMERICAN BROADCASTING CO.

17 East 42nd St., New York 17, N. Y.
Phone: MU 2-0810
Vice-President .....Eugene Bernald
Manager .....Arthur Gordon
Asst. Mgr.....Robt. J. Kizer
Branch Offices
672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200
Executive-in-charge.....Harlan Oakes
235 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-5819
Executive-in-charge .....Burt Beggs

JOHN E. PEARSON CO.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 1-3366
Owner.....John E. Pearson
Account Executives.....Russel Walker.
William M. Wilson, Ray Henze

John E. Pearson Television, Inc.

President.....John E. Pearson
Vice-President .....Russel Walker
Vice-President .....William M. Wilson
Vice-President .....Frank Reed
Vice-President .....James Bowden
Branch Offices
333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494
Executive-in-charge.....Frank Reed
2330 W. 3rd St., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388
Executive-in-charge.....R. W. Walker
57 Post St., San Francisco 4, Calif.
Phone: Sutter 1-5568
Executive-in-charge .....Rogers Parratt
1406 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Lincoln 5689
Exec.-in-chg.....James D. Bowden
Fidelity Unon Bldg., Dallas, Texas
Phone: PRospect 3723
Executive-in-charge .....Robert Baird

JOHN H. PERRY ASSOCIATES

128 E. 56th St., New York 22, N. Y.
Phone: ELdorado 5-3197
General Manager.....Wm. K. Dorman
Branch Offices
122 S. Michigan Ave., Chicago 3, Ill.
Phone: Harrison 7-8085
Executive-in-Charge.....F. W. Thurnau
12 S. 12th St., Philadelphia 7, Pa.
Phone: Walnut 2-3555
Executive-in-Charge.....Robert Hitchings
Room 7-268, General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1803
Executive-in-Charge.....John F. Cole
1123 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: ALpine 5084
Executive-in-charge.....Thomas H. Atkinson
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8158
Executive-in-charge .....V. E. Atkinson
5 3d St., San Francisco 3, Calif.
Phone: Garfield 1-6740
Executive-in-charge.....George De Close

EDWARD PETRY & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0200
Radio Department
President .....Edward Petry
Exec. Vice-Pres.....Edward E. Voynow
Vice-President.....H. E. Ringgold
Eastern Sales Mgr.....Lawrence Field
Sales Prom. Mgr.....Wm. H. Steese
Asst. Sales Prom. Mgr.....Wallace Duncan
Research Manager.....Geo. Johannessen
TV Department
V.P., Eastern Sales Mgr.....H. E. Ringgold
Sales Prom. Mgr.....Robert L. Hutton, Jr.

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011
Exec. V-P.....Edward E. Voynow
Sales Mgr. (Radio).....John Ashenhurst
Sales Mgr. (TV).....Louis A. Smith
Genl. Motors Bldg., Detroit 2, Mich.
Phone: Trinity 5-1035
Executives: William Cartwright (AM), Franklin M. Walker (TV)
Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-3631
Executives.....Earle H. Smith (AM)
Edward L. Smith (TV)
523 W. Sixth St., Los Angeles 14, Calif.
Exec.-in-Charge.....Charles G. Matson
L. D. Larimer (TV)
Phone: Michigan 9227
915 Olive St., St. Louis 3, Mo.
Exec.-in-Charge.....George Kercher (AM)
Richard Hughes (TV)
Phone: Chestnut 7191
Life of America Bldg., Wood & Akard Sts.
Dallas 2, Texas
Phone: PRospect 3593
Execs.-in-Chg.....Buell Herman (AM)
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HOW TO APPLY FOR FCC LICENSE

Official FCC Procedure for AM, FM and TV Licenses

ANY qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for AM stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies.

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hear-

ing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometime find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303.

NATIONAL ASSOCIATION
OF RADIO AND TELEVISION
BROADCASTERS

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Richard M. Allerton, *Manager of Research*

Jack L. Barton, *Assistant Manager of State Relations*

Howard H. Bell, *Assistant to the Vice President (Television)*

Edward H. Bronson, *Director of Television Code Affairs*

Abiah A. Church, *Attorney*

Oscar Elder, *Assistant to Vice Pres. (Govt. Relations)*

Fran Riley, *Manager of Information*

John H. Smith, Jr., *Manager of Promotion and FM*

Gregory Reeser, *Field Representative*

Charles H. Tower, *Assistant to the Vice President (EERD)*

William K. Treynor, *Manager of Station Relations*

Vincent T. Wasilewski, *Chief Attorney*

RADIO BOARD OF DIRECTORS 1953-1954

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Robert L. Krueger..... WTAG, Worcester	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
E. R. Vadeboncoeur..... WSYR, Syracuse, N. Y.	2	New York and New Jersey.
George H. Clinton..... WPAR, Parkersburg, W. Va.	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
Harold Essex ..... WSJS, Winston-Salem, N. C.	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
John Fulton ..... WGST, Atlanta, Ga.	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
Henry B. Clay..... KWKH, Shreveport, La.	6	Arkansas, Louisiana, Mississippi and Tennessee.

Director	District	States Comprising District
F. Ernest Lackey, WHOP, Hopkinsville, Ky.	7	Kentucky and Ohio.
Stanley R. Pratt, WSOO, Sault Ste. Marie, Mich.	8	Indiana and Michigan.
Hugh K. Boice, Jr., WEMP, Milwaukee, Wis.	9	Illinois and Wisconsin.
E. K. Hartenbower, KCMO, Kansas City, Mo.	10	Iowa, Missouri and Nebraska.
John F. Meagher, KYSM, Mankato, Minn.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Jack Todd, KAKE, Wichita, Kan.	12	Kansas and Oklahoma.
Kenyon Brown, KWFT, Wichita Falls, Tex.	13	Texas.
William C. Grove, KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
William D. Pabst, KFRC, San Francisco, Cal.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Albert D. Johnson, KOY, Phoenix, Ariz.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Richard M. Brown, KPOJ, Portland, Ore.	17	Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE

Large Stations

Paul W. Morency
WTIC, Hartford, Conn.
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Medium Stations

A. D. Willard, Jr.
WGAC, Augusta, Ga.
G. Richard Shafto
WIST, Charlotte, N. C.

Small Stations

Edgar Kobak
WTWA, Thomson, Ga.

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Michael R. Hanna
WHCU-FM, Ithaca, N. Y.
Network: Earl M. Johnson
MBS, New York

TELEVISION BOARD OF DIRECTORS 1953-1954

Robert D. Swezey, Chairman
WDSU-TV, New Orleans, La.
Clair R. McCollough, Vice-Chairman
WGAL-TV, Lancaster, Pa.
Campbell, Arnoux
WTAR-TV, Norfolk, Va.
Harold Hough
WBAP-TV, Fort Worth, Tex.
Kenneth L. Carter
WAAM, Baltimore, Md.
William Fay
WHAM-TV, Rochester, N. Y.
Paul Raibourn
KTLA, Los Angeles, Calif.
Ward L. Quaal
WLW-T, Cincinnati, Ohio
George B. Storer
Fort Industry Co., Toledo, Ohio
Frank M. Russell
NBC, Washington, D. C.
Merle S. Jones
CBS, New York, N. Y.
C. J. Witting
DuMont, New York, N. Y.
Henry W. Slavick
WMCT, Memphis, Tenn.
Alexander Stronach
ABC-TV, New York

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Illinois
Urbana 7-6611, Ext. 2779 & 3174

OFFICERS FOR 1954 YEAR

President

Graydon Ausmus, Station WUOA, University of Alabama, University, Ala.

Vice-President

John Dunn, Station WNAD, University of Oklahoma, Norman, Okla.

Treasurer

Frank E. Schooley, Station WILL, University of Illinois, Urbana, Ill.

Secretary

Armand Hunter, Station WKAR-TV, Michigan State College, East Lansing, Mich.

DIRECTORS

Region I

James MacAndrew, Station WNYE, 29 Fort Green Place, Brooklyn, N. Y.

Region II

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

Region III

Paul B. Rickard, Director of Radio & TV, Wayne University, Detroit, Mich.

Past President & Member of the Board

Seymour N. Siegel, Station WNYC, 2500 Municipal Bldg., New York 7, N. Y.

Region IV

Richard B. Hull, Director of Radio & TV, Iowa State College, Ames, Iowa.

Region V

Miss Marguerite Fleming, Station KSLH, 1517 S. Theresa Ave., St. Louis, Mo.

Region VI

Allen Miller, Station KWSC, State College of Washington, Pullman, Wash.

Executive Director

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

NAEB MEMBERSHIP LIST

• Active Membership of the National Association of Educational Broadcasters

City	Call Letters	Licensee	Executive
		ALABAMA	
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Richard Moore, Station Director
Los Angeles	KUSC (FM)	Univ. of Southern California	William H. Sener, Hd. Telecommunications Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	Dr. John L. Lounsbury, President
San Diego	KSDS (FM)	San Diego City Schools 12th & Russ Streets	Edwin G. Barrett, Program Dir.
San Mateo	KCSM (FM)	San Mateo Jr. College Baldwin Ave. & San Mateo	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	College of the Pacific	John C. Crabbe, Director
		COLORADO	
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
		FLORIDA	
Lakeland	WFSI (FM)	Florida Southern College	Ludd M. Spivey, President
Miami	WTHS (FM)	Lindsay Hopkins Vocational Schools 1410 N.E. Second	Vernon Bronson, Asst. Dir. Voc. & Adult Ed
Tampa	WTUN (FM)	University of Tampa	Roy A. McGillivray, Director of Radio
Winter Park	WPRK (FM)	Rollins College	Edwin R. Walker, Dean of the College
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
		ILLINOIS	
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Gene Courtney, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Manager
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley, Manager
		INDIANA	
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Edwin Carmony, Supvr. Audio-Visual Ed.
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WAJC (FM)	Butler Univ.	Tom Carnegie
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
		IOWA	
Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
Waverly	KWAR (FM)	Wartburg College	Robert Snyder, Manager

City	Call Letters	Licensee	Executive
		KANSAS	
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Lawrence	KANU (FM	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	R. Hilgendorf, Radio Manager
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager
		KENTUCKY	
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
		LOUISIANA	
Baton Rouge	WSLU (FM)	Louisiana State University	Miss Lucile Ruby, Acting Director
		MARYLAND	
Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
		MASSACHUSETTS	
Amherst	WMUA (FM)	Univ. of Mass.	Francis V. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Springfield	WEDK (FM)	School Committee of Springfield	William J. Sanders, Supt. of Schools
		MICHIGAN	
Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
East Lansing	WKAR (AM)	Michigan State College	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State College	Robert J. Coleman
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
Northfield	WCAL (FM)	St. Olaf College	Milford C. Jensen
		MISSISSIPPI	
Meridian	WMMI (FM)	Municipal Jr. College	James E. Durham, Director
		MISSOURI	
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	Lewis E. Arnold, Jr., Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
		NEW YORK	
Bronx	WFUV (FM)	Fordham Univ.	Edwin J. Turner
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Fred A. Brewer, Chrm. Dept. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Paul G. Strassler, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Carl J. Kunz, Chief Engineer

City	Call Letters	Licensee	Executive
		NORTH CAROLINA	
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	Robert Schenkkan, Dir. of TV
Chapel Hill	WUNC (FM)	Univ. of North Carolina	Earl Wynn, Dir. Communications Center
Greensboro	WGPS (FM)	Greensboro Public Schools	Dale F. Keller, Dir. Audio-Visual Educ
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
		NORTH DAKOTA	
Grand Forks	KFJM (AM	Univ. of North Dakota	S. Donald Robertson, Director
		OHIO	
Athens	WOUI (FM)	Ohio Univ.	J. Daniel Logan, Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	J. J. Stillinger, Director of Radio
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Harry Williams, Head Dept. of Speech
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	John W. Dunn, Director
Norman	WNAD (FM)	Univ. of Oklahoma	John W. Dunn
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Dr. James Ralph Scales, Vice-President
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Robert A. Wells, Program Director
		OREGON	
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	D. Glenn Starlin, Director of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
		PENNSYLVANIA	
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	Dorothy Daniel, Asst. to Pres.
		SOUTH CAROLINA	
Columbia	WUSC (FM)	Univ. of S. Carolina	Ernest E. Lent, Jr., Director
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Prog. Dir.
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Jack Westbrook, Acting Director
		TEXAS	
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
		WASHINGTON	
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Edwin H. Adams, Head Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball
		WISCONSIN	
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
		PUERTO RICO	
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Acting Director

MANAGERS AND AGENTS

Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

NEW YORK

Affiliated Artists Representatives
20 East 53rd St.....PLaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza.....CIrcle 6-4224

Allen, Buddy, Agency
595 Madison Ave.....ELdorado 5-2230

Appell, James S.
400 Madison Ave.....PLaza 3-7840

Becker, V. S. Advertising Service
562 Fifth Ave.....JUdson 2-1040

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brooks, Ted
134 East 57th St.....PaLza 9-1344

Chase, Cleveland B. Co., Inc.
369 Lexington Ave.....ORegon 9-3691

Collins, Ted
500 Fifth Ave.....CHickering 4-5036

Columbia Artists Management, Inc.
113 West 57th St.....CIrcle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Cooper, Frank, Associates
521 Fifth Ave.....VAnderbilt 6-5661

DeGroot, Roy, Consultants, Inc.
545 Fifth Ave.....MUrray Hill 7-9135

Fadiman Associates, Ltd.
1501 Broadway .....LAckawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave.....CIrcle 7-6200

Fanchon & Marco, Inc.
1501 Broadway .....CHickering 4-3956

Herman Fialkoff Agency
1560 Broadway .....JUdson 2-4037

Gabbe, Lutz & Heller
1619 Broadway .....CIrcle 5-7998

Gale, Inc.
48 West 48th St.....PLaza 7-7100

General Artists Corp.
1270 Sixth Ave.....CIrcle 7-7543

Getts, Clark H., Inc.
Gracie Terrace .....LEhigh 5-4451

Gibbs, John E., & Co.
30 Rockfeller Plaza.....PLaza 7-5959

Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 9-4600

Goodman, Martin
65 W. 54th St.....JUdson 6-1180

Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025

Grossman, Al
1270 Sixth Ave.....CIrcle 5-8422

Hahlo, Sylvia
113 W. 57th St.....JUdson 6-2731

Hanna, Mark
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Ltd.
655 Madison Ave.....TEmpleton 8-5100

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 9-6000

Karn, Estella H.
49 West 45th St.....JUdson 2-2170

Kerr, Bob
65 W. 54th St.....COlumbus 5-8051

Leddy, Mark J.
48 West 48th St.....JUdson 6-2760

Leipzig, Syd
1564 Broadway .....CIrcle 6-2367

Lipset, Benjamin B.
1407 Broadway .....CHickering 4-2466

Management Corp. of America
598 Madison Ave.....PLaza 9-7500

William McCaffrey Agency
501 Madison Ave.....ELdorado 5-1076

Mindling, Louis A.
113 West 57th St.....CIrcle 5-5370

Morris, William Agency, Inc.
1270 Sixth Ave.....JUdson 6-5100

Morrow, Marjorie
1501 Broadway .....CHickering 4-0644

Moses, John H.
730 Fifth Ave.....CIrcle 6-2677

Music Corp. of America
598 Madison Ave.....PLaza 9-7500

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway .....JUdson 6-3550

North, Meyer B.
1564 Broadway .....PLaza 7-3445

O'Connor, John
1697 Broadway .....CIrcle 5-4920

Okun, Lillian
2 West 67th St.....TRafalgar 7-8916

Peed, Earl S.
35 West 53rd St.....PLaza 7-3726

Pratt, Ben
322 East 50th St.....PLaza 8-0593

Richard, Max
1776 Broadway .....PLaza 7-6414

Roberts, Bob Levitt
152 West 54th St.....PLaza 7-4314

Shurr, Louis
1501 Broadway .....CHickering 4-8240

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666

Special Attractions, Inc.
48 West 48th St.....PLaza 7-2280

Stanley, Aileen
1619 Broadway .....PLaza 7-6779

Stark, Wilbur
4 West 58th St.....PLaza 3-1742

Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325

Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yost, Ben, Enterprises
1650 Broadway .....CIrcle 6-6532

LOS ANGELES

Allen Larry, Inc.
6381 Hollywood Blvd. (28) . HOllywood 3-0421

Ainsworth, Helen, Agency
197 N. Canon Dr. (B. H.) . . CRestview 6-2062

Bergerman, Stanley & Co.
141 El Camino (B.H.) . . . . . CRestview 6-4124

Bernie, Herman
260 S. Beverly Dr. (B.H.) . . . CRestview 5-0117

Bloom, Phil, Agcy.
416 N. Bedford Dr. . . . . CRestview 6-1339

Business Administration Co.
360 N. Camden Dr. (B.H.) . . . CRestview 6-7071

Columbia Artists Management, Inc.
427 West 5th St. . . . . MAdison 6-2327

Crosby, Everett N., Ltd.
9028 Sunset Blvd. (46) . . . . . BRadshaw 2-2771

Famous Artists Corp.
9441 Wilshire Blvd. (B.H.) . . CRestview 1-5222

General Artists Corp.
9028 Sunset Blvd. (46) . . . . . CRestview 1-8101

Gertz, Mitchell Agcy., Inc.
240-242 S. Beverly Dr. (B.H.)
CRestview 4-5491

Nat C. Goldstone Agcy.
9121 Sunset Blvd. (46) . . . . . CRestview 6-1071

Gregory Associates, Inc.
930 N. La Cienega Blvd. . . . . CRestview 5-5943

Hamilburg, Mitchell, Jr.
8776 Sunset Blvd. . . . . CRestview 5-4171

Irwin, Lou, Inc.
9165 Sunset Blvd. (46) . . . . . CRestview 1-7131

Jaffe, Agcy., The
8553 Sunset Blvd. (46) . . . . . CRestview 6-6121

Kohner, Paul, Inc.
9169 Sunset Blvd. (46) . . . . . CRestview 1-5165

Kramer, Earl Agcy.
204 S. Beverly Drive (B.H.) . . CRestview 6-2338

Kurtze, Jack, Agcy.
214 N. Canon Dr. (B.H.) . . . . CRestview 4-5403

M. C. Levee
9000 Sunset Blvd. . . . . CRestview 6-6285

Linsk, Lester
9606 Santa Monica Blvd. (B.H.)
CRestview 5-4396

MCA, Ltd.
9370 Santa Monica Blvd. (B.H.)
CRestview 6-2001

McConkey Artists Corp.
7000 Hollywood (28) . . . . . HEmpstead 7141

Morris, Wm., Agency, Inc.
202 N. Canon Drive (B.H.) . . CRestview 1-6161

National Concert & Artists Corp.
427 W. 5th St. (13) . . . . . MAdison 9-1241

Preminger, Inge, Agcy.
204 S. Beverly Dr. (B.H.) . . . . CRestview 6-6213

Radio Registry
1519 Cross Rds. of the World . HOllywood 3-4811

Rocamora, Wynn
8584 Sunset Blvd. (46) . . . . . CRestview 4-5431

Rosenberg, George, Agcy., Inc.
211 S. Beverly Dr. (B.H.) . . . . CRestview 1-8121

Rush, Art, Inc.
1418 N. Highland Ave. (28) . HOllywood 4-5161

Saphier, James L., Agcy., Inc.
9538 Brighton Way (B.H.) . . CRestview 1-7231

Schwartz Agcy.
8749 Sunset (46) . . . . . CRestview 6-7371

Sharpe, Don W.
8511 Sunset Blvd. (46) . . . . . CRestview 6-2044

Shauer, Melville A., Agcy.
9120 Sunset Blvd. (46) . . . . . CRestview 6-7975

Sherman, Edward, Agcy.
8580 Sunset Blvd. (46) . . . . . CRestview 5-0186

Shurr, Louis Agcy.
327 North Rodeo Dr. (B.H.) . CRestview 1-1116

Small, Paul, Artists, Ltd.
448 S. Canon Dr. (B.H.) . . . . CRestview 1-5246

Somlyo, E. T.
214 N. Canon Dr. (B.H.) . . . . CRestview 6-2041

Stempel-Olenick Agcy.
717 N. La Cienega Blvd. (46) . CRestview 1-7141

Wadsworth, J. B.
9172 Sunset Blvd. . . . . CRestview 6-0698

Winkler, Daniel M.
9606 Santa Monica Blvd. (B.H.)
CRestview 1-7244

CHICAGO

Alexandroff, Norman, Artists' Bureau
410 S. Michigan Ave. . . . . WAbash 2-6761

Associated Booking Corp.
203 North Wabash . . . . . CEntral 6-9451

Benn Theatrical Agency
64 West Randolph St. . . . . DEarborn 2-6850

Consolidated Radio Artists of Ill.
32 W. Randolph St. . . . . FRanklin 2-8300

General Artists Corp.
8 S. Michigan . . . . . STate 2-6288

Harry Greben Enterprises
535 W. Cornelia . . . . . DIversey 8-4900

Gumbiner Management Co.
120 S. LaSalle St. . . . . STate 2-0248

Charles E. Hogan
203 North Wabash . . . . . CEntral 6-2032

Tweet Hogan
203 North Wabash . . . . . ANdover 3-6910

Jack & Jill Players Radio Artists Co.
180 E. Delaware St. . . . . WHitehall 4-5100

Lear, Les Productions Corp.
112 W. Randolph . . . . . FRanklin 2-7840,
RAndolph 6-0905, WAbsah 2-1172

Levin, W. Biggie
612 N. Michigan Ave. . . . . SUperior 7-0506

Paul Marr Theatrical Agency
203 North Wabash . . . . . DEarborn 2-7415

McConkey Artists Corporation
Congress Hotel. . . . . HArrison 7-9660

Morris, William, Agency Inc.
919 N. Michigan . . . . . WHitehall 3-1744

Morse, Sidney P.
203 N. Wabash Ave. . . . . RAndolph 6-5495

Music Corporation of America
430 N. Michigan Ave. . . . . DElaware 7-1100

Mutual Entertainment Agency, Inc.
203 North Wabash . . . . . RAndolph 6-6990

National Concert & Artists Corp.
105 W. Adams St. . . . . DEarborn 2-5813

Page, Sidney J.
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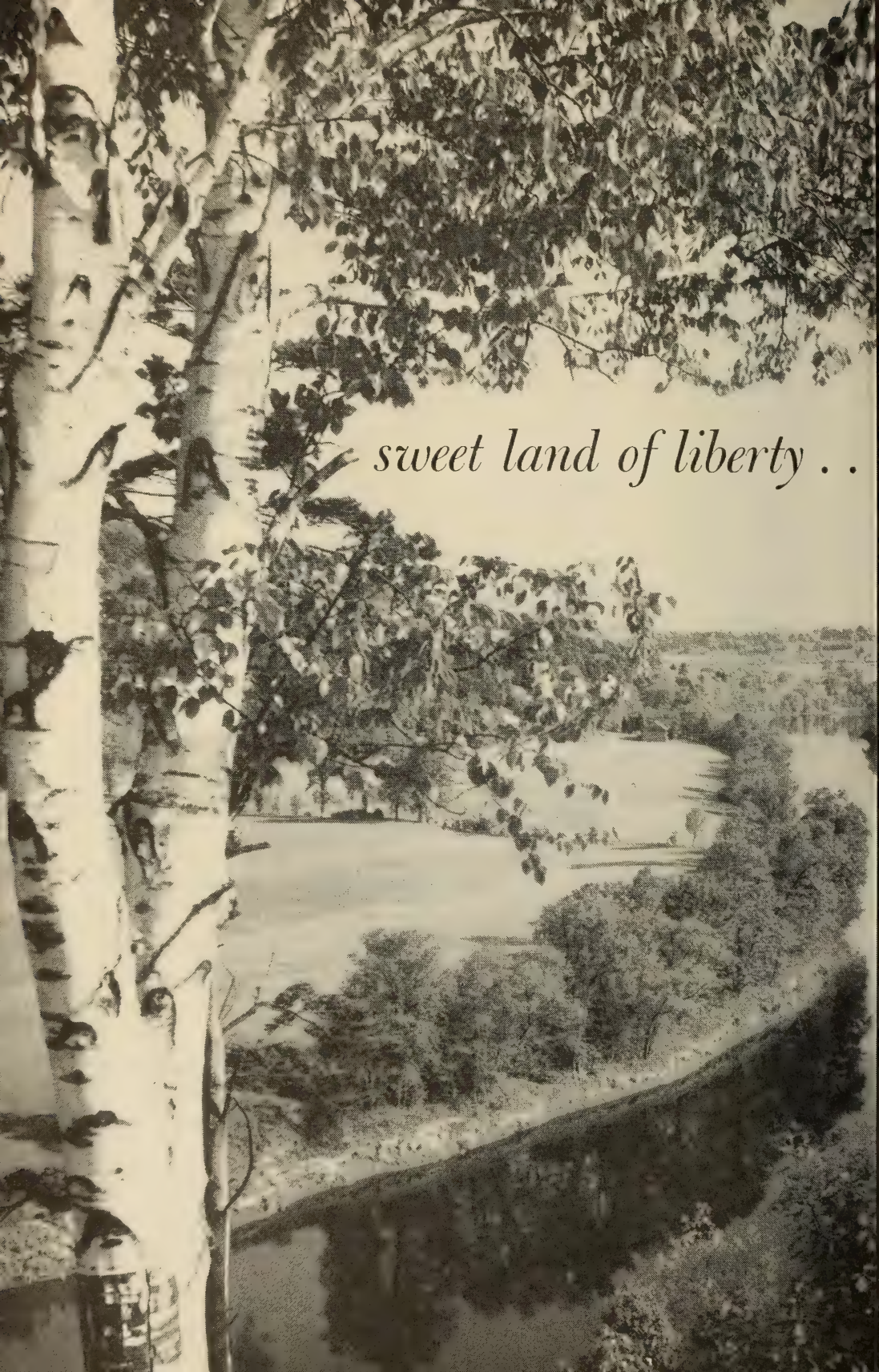
127 North Dearborn St. . . . . DEarborn 2-2580

WLS Artists Bureau
1230 W. Washington Blvd. . . . . MOnroe 6-9700


sweet land of liberty . .

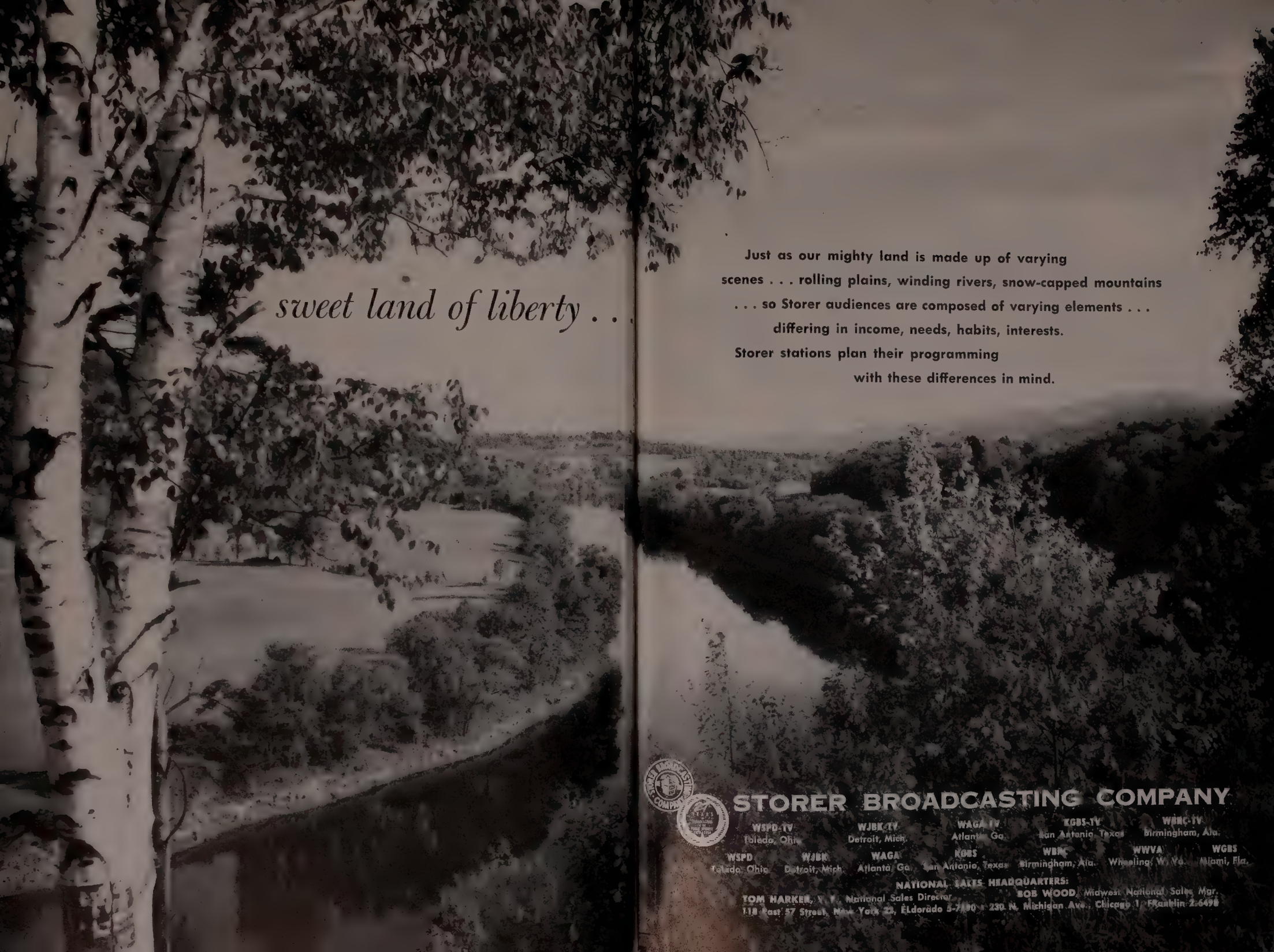
Just as our mighty land is made up of varying
scenes . . . rolling plains, winding rivers, snow-capped mountains
. . . so Storer audiences are composed of varying elements . . .
differing in income, needs, habits, interests.
Storer stations plan their programming
with these differences in mind.

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
KGBS-TV San Antonio, Texas
WBRC-TV Birmingham, Ala.

WSPD Toledo, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
KGBS San Antonio, Texas
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498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WAGA-TV Atlanta, Ga.
KGBS-TV San Antonio, Texas
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WSPD Toledo, Ohio
WJBK Detroit, Mich.
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KGBS San Antonio, Texas
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There's No Problem in New England...

Go Yankee! Go Home Town!

Everything You Need: Complete N.E. Coverage, Greatest Spot Flexibility

★ ★ ★ ★ ★ ★ ★

WNAC-TV

BOSTON : CHANNEL 7

316,000 WATTS

WNAC

BOSTON : LAWRENCE

50,000 WATTS ★ 680 ON THE DIAL

Plus **28**

Home Town Radio Stations

OF

THE YANKEE NETWORK

AND THE

MUTUAL BROADCASTING SYSTEM

Plus MANY OUTSTANDING PROGRAMS

INCLUDING

YANKEE HOME TOWN FOOD SHOW

Greater Network Coverage than any other New England Food Show

Monday thru Friday 1:15 – 1:45 P.M.

★ ★ ★ ★ ★

YANKEE NETWORK NEWS SERVICE

New England's Oldest and Largest Independent Radio News Service

8 A.M. 9 A.M. 10 A.M.

1 P.M. 6 P.M. 11 P.M.

***Plus* Promotional and Merchandising Aids**

Ask the Man from H-R **REPRESENTATIVES, INC.**

THE YANKEE NETWORK

DIVISION OF GENERAL TELERADIO, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Networks

- RADIO
- NATIONAL
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The Producers of

THE LONE RANGER

Radio & Television Programs

on Radio Continuously Since 1933
on Television Since 1949
Sponsored by General Mills (40 States) &
American Bakeries (8 Southeastern States).

Now Have Available

Two Smash Hit Shows with a
Combined Juvenile & Adult Appeal
with Time-Tested Elements of
Merchandising & Promotional Features

© SPOTY, INC.

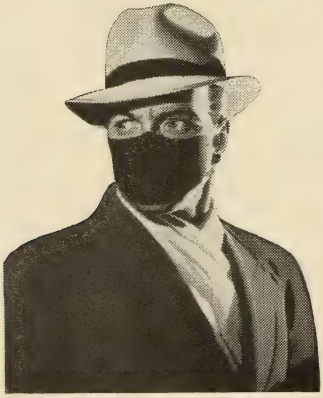
SERGEANT PRESTON of the YUKON

AND HIS WONDER DOG **YUKON KING**

For Television Sponsorship

Pilot Film, Black & White or Color,
Available for Screening

Radio Program Broadcast Since 1939
Sponsored by Quaker Oats Co.



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THE GREEN HORNET

For Radio & Television Sponsorship

Pilot Film, Black & White or Color,

Available for Screening

Radio Program Broadcast Since 1936

For Complete Details Write —**H. Allen Campbell**

TRENDLE-CAMPBELL-MEURER, INC.

28 W. Adams Ave. — Detroit 26, Michigan — WOodward 2-9184
OR CALL **Frank T. Mincolla — Asst. to H. Allen Campbell**
c/o Paul H. Raymer, Inc., 444 Madison Ave., N. Y. — PLaza 9-5570

Decline in Reign of Ratings Forecast by ABC President

By ROBERT E. KINTNER
President
American Broadcasting Company

THE reign of the great king of broadcast advertising — Rating — may be over. He may be dethroned in 1954 by a new monarch of the advertising world who's symbol will be sales — audience cost per thousand.

Those who keep an eye on the nation's economic weather vane predict it could happen in 1954. Here are the economic weather signals already flying: there will be a 10 per cent reduction in personal income taxes in 1954 and, in many cases industrial inventories are at high levels.

Industry looking both at its inventories and at the 10 per cent increase in take-home pay in the hands of the public will be seeking to improve its share of the anticipated increased consumer buying.

This means that advertising will face a severe test in 1954. It can no longer bask in the comfort of spending "tax dollars." Advertising will have to generate peak sales impetus. This will mean that the rating will become second in importance to whether the advertising sells the sponsor's product.

There are many examples of low rated programs paying off for advertisers on a cost per thousand basis coupled with a demonstrated ability to move goods.

I believe that 1954 will bring a widespread search for more of this type programming in radio and television.

In line with this changed emphasis will be a study on the costs of programming to reappraise the advertising values of some of the more costly programs. Where this could lead, of course, is anyone's guess. If advertisers determined they wanted greater exposure for their dollars one avenue would be in more rotating sponsorship of programs. This would be one way in which they could steady their costs and yet spread their dollars and messages to reach a larger audience.

Within our own industry—radio and television broadcasting—I am certain the competition for the audience will be greater. This I know to be a certainty since my own company, the American Broadcasting Company, has materially strengthened its position both with the audience and the advertiser as a result of our new programming during the final quarter of 1953.

In 1954 we plan to improve our audience position further with more important radio and television programming. In radio, we opened 1954 with the important "Martin Block Show" going out to the afternoon audience over the ABC Radio Network. In February we plan to bring early morning radio's most popular network program, ABC's "Breakfast Club," to the television audience as a simulcast. Beyond this we have further plans for adding to our talent roster with important program and star additions.

Thus, in girding for 1954—a year in which industrial competition will be at its peak, ABC has strengthened its position within the industry in 1953 and has further plans for scaling greater competitive peaks in the year ahead.

Aware of this new era of competition, ABC entered 1954 with completely separate advertising, promotion, sales, programming and research staffs.

This separation within ABC we feel will impart the creative drive and energy so necessary on an individual basis to sell radio and sell television in 1954. From the inventiveness of personnel solely devoted to each medium on a separate basis will come competitive thinking that will meet the tests of what we believe will be newly designed advertising objectives.

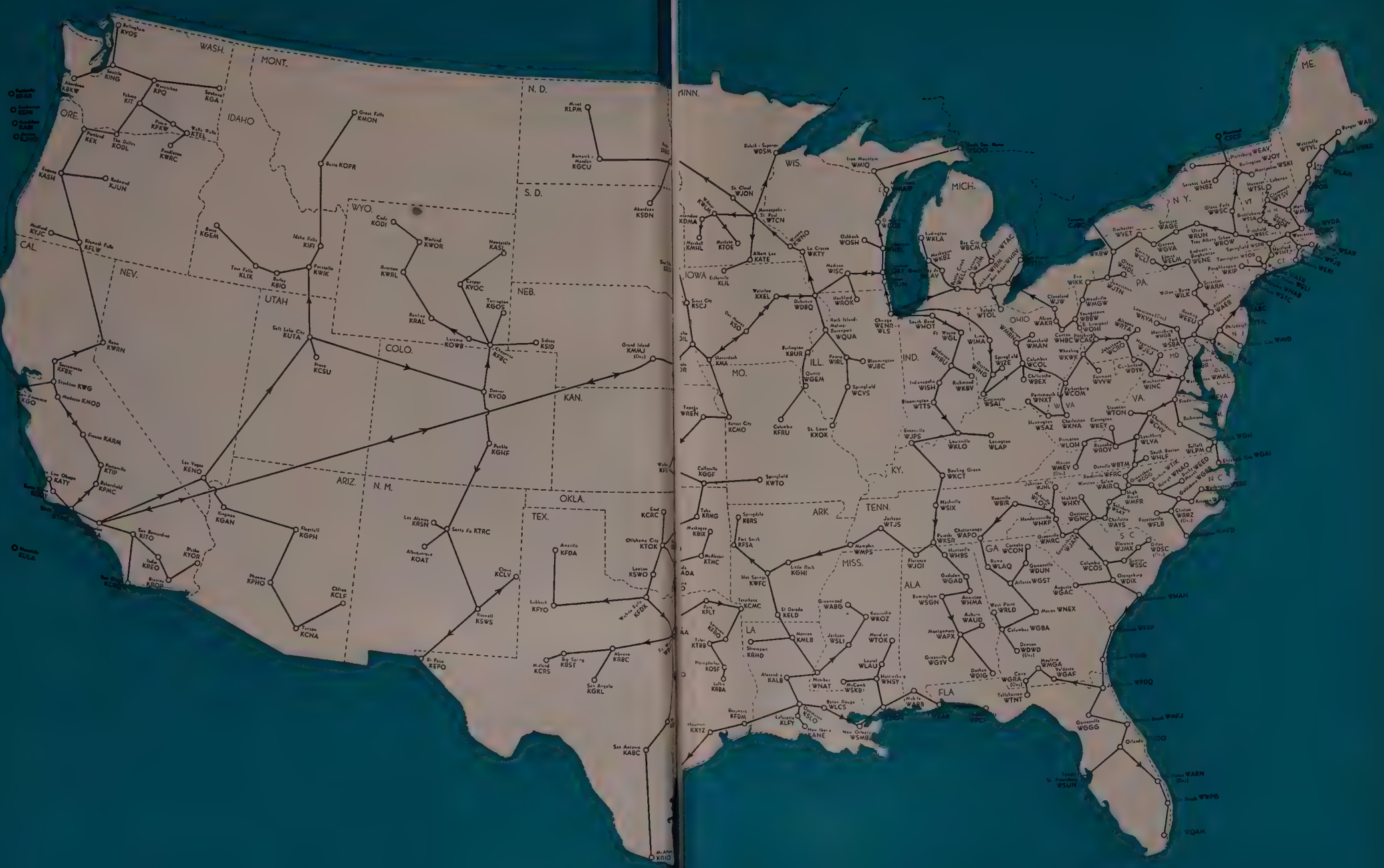
In summary, these objectives I feel will tie advertising costs directly to consumer sales during an era of increased consumer income when all industry will be striving to increase, or at least hold, its share of the market.

Viewed in this light, one thing seems certain for radio and television in 1954: sponsors will be more interested in sales than in ratings.

AMERICAN BROAD

CASTING COMPANY

AMERICAN BROADCASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

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Joseph J. Spagnola.....Office & Studio Services Director
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Mortimer Weinbach...Director of Labor Relations

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William Hamilton.....Eastern Program Manager
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Clayton Shields.....Business Manager
Myrtle Tower.....WABC Program Director
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Ruth Crawford .....Librarian
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Ernest E. Stern.....Manager of Publicity
Ellen Heagerty.....Supervisor of Audience Information
Dean Shaffner.....Director of Research
Grace Johnsen.Director of Continuity Acceptance
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George Huelser.....Sales Service Manager

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Frank Atkinson.....Manager of Co-operative Program Sales
Stewart Barthelmess.....Manager of Station Clearance
Alfred Beckman.....National Director of Station Relations Department
Donald Buck.....Director of Operations for Sales and Station Traffic
Alice Stamatis.....Manager of Order Processing
Oliver Treyz.....Director of the Radio Network
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20 North Wacker Drive
Chicago 6, Illinois

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William P. Kusack.....Dir. of Engineering WBKB-WENR
Sterling C. Quinlan.....General Manager of WBKB-WENR
Elliot Henry, Jr.....Dir. of Publicity Promotion
Matthew Vieracker .....Treasurer
W. Donald Roberts.....Director of Network for Central Division

Hollywood
1539 North Vine Street
Hollywood 28, California

Earl Hudson .....Vice-President in Charge of Western Division
J. Clifford Anderson.....Program Business Mgr.
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Philip G. Caldwell.....Manager, Engineering & General Services, Western Division
Francis Conrad...Director of Radio, Western Div.
Sam Zelman.....News Editor, Western Division
Dresser Dahlstead.....Program Manager, Western Division
Ralph Denechaud...Engineering Operations Supr.
Florence T. Schiro.....Personnel Director
John C. Wagner....Controller, Western Division

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San Francisco 2, California

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James Connolly.....Vice-President in Charge
A. E. Evans.....Business Manager
Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special Events
William Grandey.....Program Director—Radio
Henry A. Saroyan.....Auditor
Harry Jacobs.....Chief Engineer
Lorraine Duchene..Continuity Acceptance Editor
Paul Scheiner.....Manager of KGO
William E. Williams.....Manager of Publicity, Advertising & Promotion

Owned Radio Stations

Theodore I. Oberfelder.....Vice-President in Charge of Owned Radio Stations
William Materne.....National Sales Manager, Owned Radio Stations

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Theodore I. Oberfelder..Gen. Manager of WABC
Michael Renault..Commercial Manager of WABC

Hollywood

Amos Baron.....Station Manager and National Sales Manager of the Western Division
Jon Wells Barkhurst.....Director of Radio Promotion-Publicity Department
Matthew Barr.....Sales Manager of KABC

San Francisco

John Hansen.....Sales Manager of KGO

Detroit
(WXYZ, Inc.)

Harold Christian.....Radio Commercial Manager

Station Representatives for WABC, KABC & KGO
Edward Petry & Company
488 Madison Avenue
New York 22, N. Y.

Station Representatives for WENR & WXYZ
John Blair & Company
150 East 43rd Street
New York 17, N. Y.

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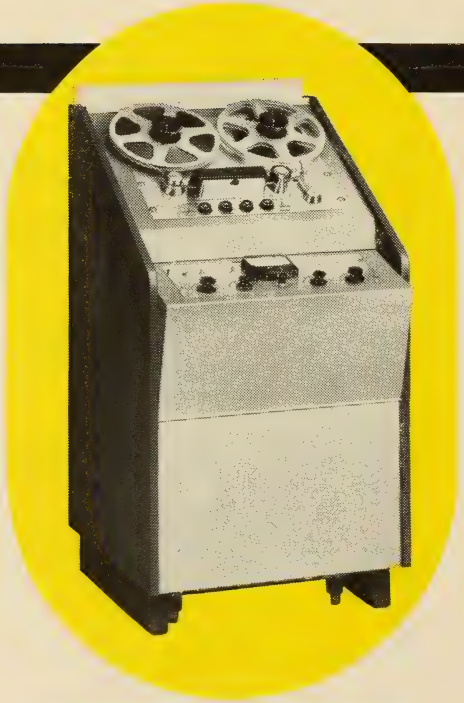
For television personnel turn to TELEVISION YEAR BOOK in this volume

From AMPEX
the best answers to broadcast recording

YESTERDAY

Transcriptions so "live" they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, AMPEX Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.



TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the AMPEX has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

The AMPEX you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

AMPEX
CORPORATION

AMPEX CORPORATION
934 Charter Street • Redwood City, Calif.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy AMPEX today.

Growth of Radio Audience Indicates Medium's Vitality

By ADRIAN MURPHY

President
CBS Radio

DURING 1953 the American public purchased 13 million new radio sets. which not only kept radio out front as the nation's favorite medium, but, in terms of new units added, made it the fastest-growing. Today, U. S. families (over 98 per cent) own an estimated 115 million sets—114 million of them bought new since 1946. Directly supporting this testimony to radio's continuing prosperity and vitality are the 1953 figures for advertising revenue, which overall (network, national spot, and local) exceeded the 1952 total.

More time was sold on the CBS Radio Network in 1953 than during the previous year. The number of clients using the network increased from 90 to 93. As result CBS Radio has the good fortune to enjoy a greater lead in billings than ever before. The reported prosperity across the country of radio stations generally is borne out by the experience of the six radio stations wholly owned by CBS Radio, whose billings too were up over the previous year.

Recently, eleven of the nation's large radio stations joined forces to commission a joint study by Alfred Politz, Inc., in television markets. One of its findings gave a graphic answer to why radio continues to play such a vital role in the nation's life: when asked what they considered the *dis*adantages of radio, 71 per cent of the people interviewed couldn't think of any! As the survey noted, "People actively *like* the medium that is so much their *companion* in fun and information." If people like the companionship radio offers today, they can look forward to even greater companionship tomorrow. 1953 introduced the first truly personal portable radio, a set so small the listener can take it in his pocket wherever he goes.

What gives radio such continuing vitality? One cause is the nature of the medium. It is human and personal: in its simplest form, the voice of one person sharing an experience with, or informing another. And the capacity of the human voice on radio to involve the listener's emotions is powerful. Even so relatively sophisticated a radio fan as Mercedes McCambridge—whose years of experience in serial dramas contributed to her Academy Award for "All the King's Men"—reports that she still finds *listening* to serial drama a compelling emotional experience.

In the past year, radio strengthened its vitality by creative programming efforts. CBS Radio unveiled "Stage Struck," the hour-length program that looks into every corner of the world of the theatre. "21st Precinct," "Crime Classics," "Cathy and Elliott Lewis Onstage," all top-notch dramatic programs. In variety and comedy, "The Johnny Mercer Show," "The Robert Q. Lewis Show," and "That's Rich."

In the field of news and public affairs CBS Radio reported the Coronation, President Eisenhower's Inaguration, the Korean Truce and Prisoner Exchange, and the Bermuda Conference.

In the area of documentary journalism, CBS Radio's Feature Project series presented eight programs which considered social problems as diverse as parole traffic safety, and baseball. And such week-to-week network features as "U.N. on the Record," "Twentieth Century Concert Hall," and the Columbia University Bicentennial series, "Man's Right to Knowledge" brought enlightenment to people everywhere.

1953 saw the record sum of $170 billion dollars spent by American consumers for the retail goods they want and need to maintain, as somebody said, "their neighbor's standard of living." And by and large, it is advertising which passes along the news of the standards next-door.

Since only advertising can move so many goods to so many people, radio must continue to flourish as the most efficient mass medium.

CBS RADIO

KIRO Seattle
KXLY Spokane
KIMA Yakima
KWIE Kennewick
KOIN Portland
KERG Eugene
KFIR North Bend
KRNR Roseburg
KYJC Medford
KFLW Klamath Falls
KHUM Eureka
KVCV Redding
KHSL Chico
KOLO Reno
KROY Sacramento
KGDM Stockton
KCBS San Francisco
KMBY Monterey
KFRE Fresno
KERN Bakersfield
KNX Los Angeles
KCMJ Palm Springs
KFMB San Diego
KGVO Missoula
KFBB Great Falls
KBOW Butte
KOOK Billings
KDSH Boise
KID Idaho Falls
KEEP Twin Falls
KJRL Pocatello
KSL Salt Lake City
KSUB Cedar City
KLAS Las Vegas
KOOL Phoenix
KOLD Tucson
KCKY Coolidge
KOPO Tucson
KNOG Nogales
KCJB Minot
KILO Grand Forks
KSJB Jamestown
KOTA Rapid City
WNAX Yankton
KOLT Scottsbluff
KLZ Denver
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KROD El Paso
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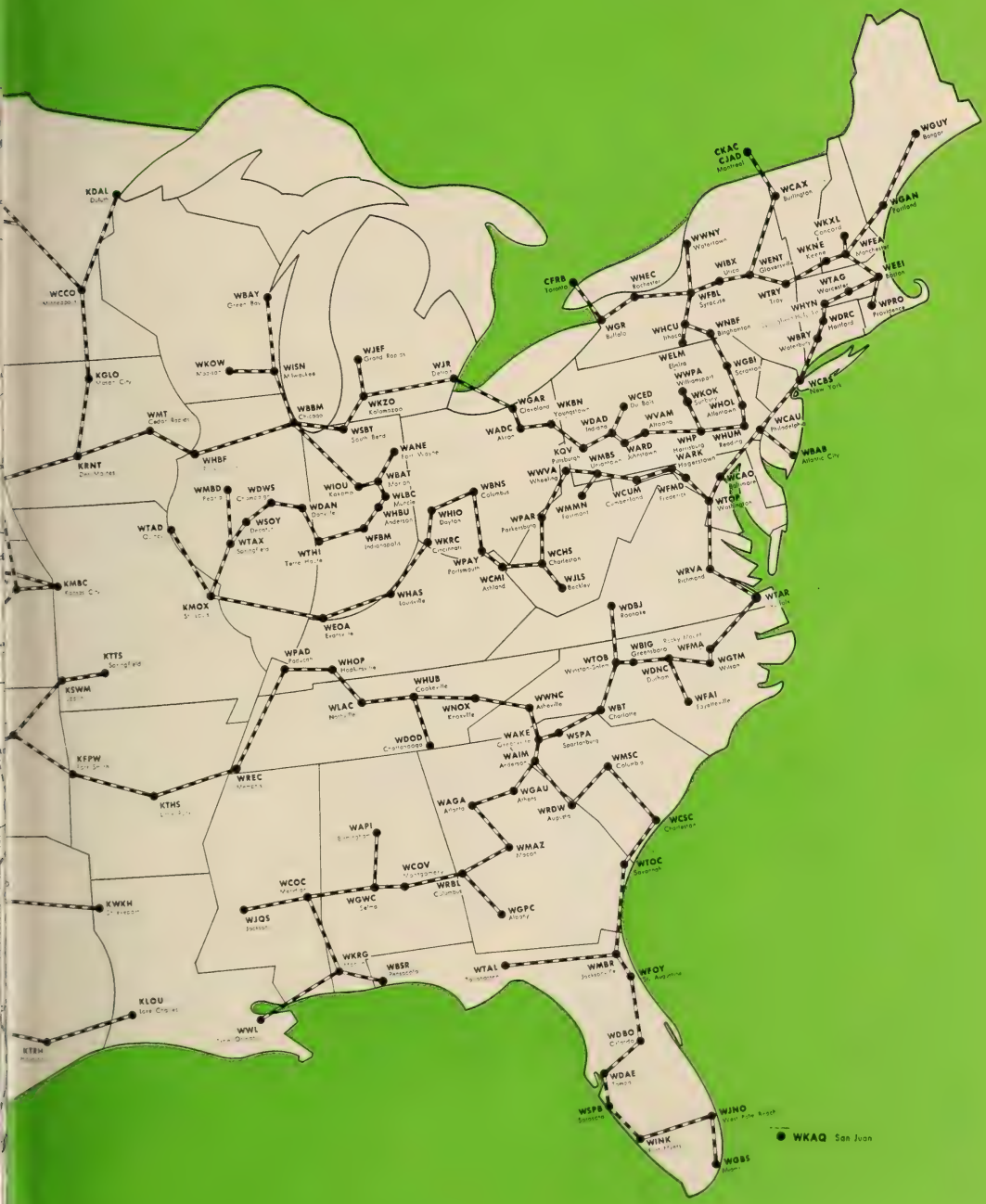
KTKN Ketchikan
KIBH Seward
KIFW Sitka
KGMB Honolulu
KHBC Hilo
DYBU Cebu
DZPI Manila

NETWORK


KDAL Duluth
WCCO Minneapolis
KGLO Mason City
KRNT Des Moines
WMT Cedar Rapids
WBAY Green Bay
WKOW Madison
WISN Milwaukee
WBBM Chicago
WJEF Grand Rapids
WJR Detroit
WKZO Kalamazoo
WSBT South Bend
WANE Fort Wayne
WBAT Marion
WLBC Muncie
WHBU Anderson
WBFM Indianapolis
WIOU Kokomo
WDAN Danville
WTHI Terre Haute
WHBF Rock Island
WMBD Peoria
WDWS Champaign
WSOY Decatur
WTAX Springfield
WTAD Quincy
KMBC Kansas City
KMOX St. Louis
WEOA Evansville
WHAS Louisville
WBNS Columbus
WHIO Dayton
WKRC Cincinnati
WPAY Portsmouth
WCMI Ashland
WPAR Parkersburg
WCHS Charleston
WJLS Beckley
WMMN Fairmont
WWVA Wheeling
KOV Pittsburgh
WMBS Uniontown
WDAD Indiana
WKBN Youngstown
WADC Akron
WGAR Cleveland
WCED Du Bois
WVAM Altoona
WARD Johnstown
WHP Harrisburg
WARK Hagerstown
WCUM Cumberland
WFMD Frederick
WHUM Reading
WKOK Sunbury
WHOL Allentown
WGBI Scranton
WELM Elmira
WWPA Williamsport
WNBF Binghamton
WHCU Ithaca
WGR Buffalo
CFRB Toronto
WHEC Rochester
WFBL Syracuse
WIBX Utica
WENT Gloversville
WTRY Troy
WHYN Springfield
WBRY Waterbury
WDRC Hartford
WTAG Worcester
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WBAB Atlantic City
WCAO Baltimore
WTOP Washington
WTAR Norfolk
WRVA Richmond
CKAC Montreal
CJAD Montreal
WCAX Burlington
WWNY Watertown
WKXL Concord
WKNE Keene
WFEA Manchester
WGAN Portland
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WDBJ Roanoke
WBIG Greensboro
WFMA High Point
WGTM Wilson
WTOB Winston-Salem
WDNC Durham
WFAI Fayetteville
WBT Charlotte
WWNC Asheville
WNOX Knoxville
WHUB Cookeville
WLAC Nashville
WDOD Chattanooga
WAKE Greenville
WSPA Spartanburg
WAIM Anderson
WGAU Athens
WAGA Atlanta
WRDW Augusta
WMSC Columbia
WCSC Charleston
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WAPI Birmingham
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WCOC Meridian
WGWC Selma
WJQS Jackson
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WWL New Orleans
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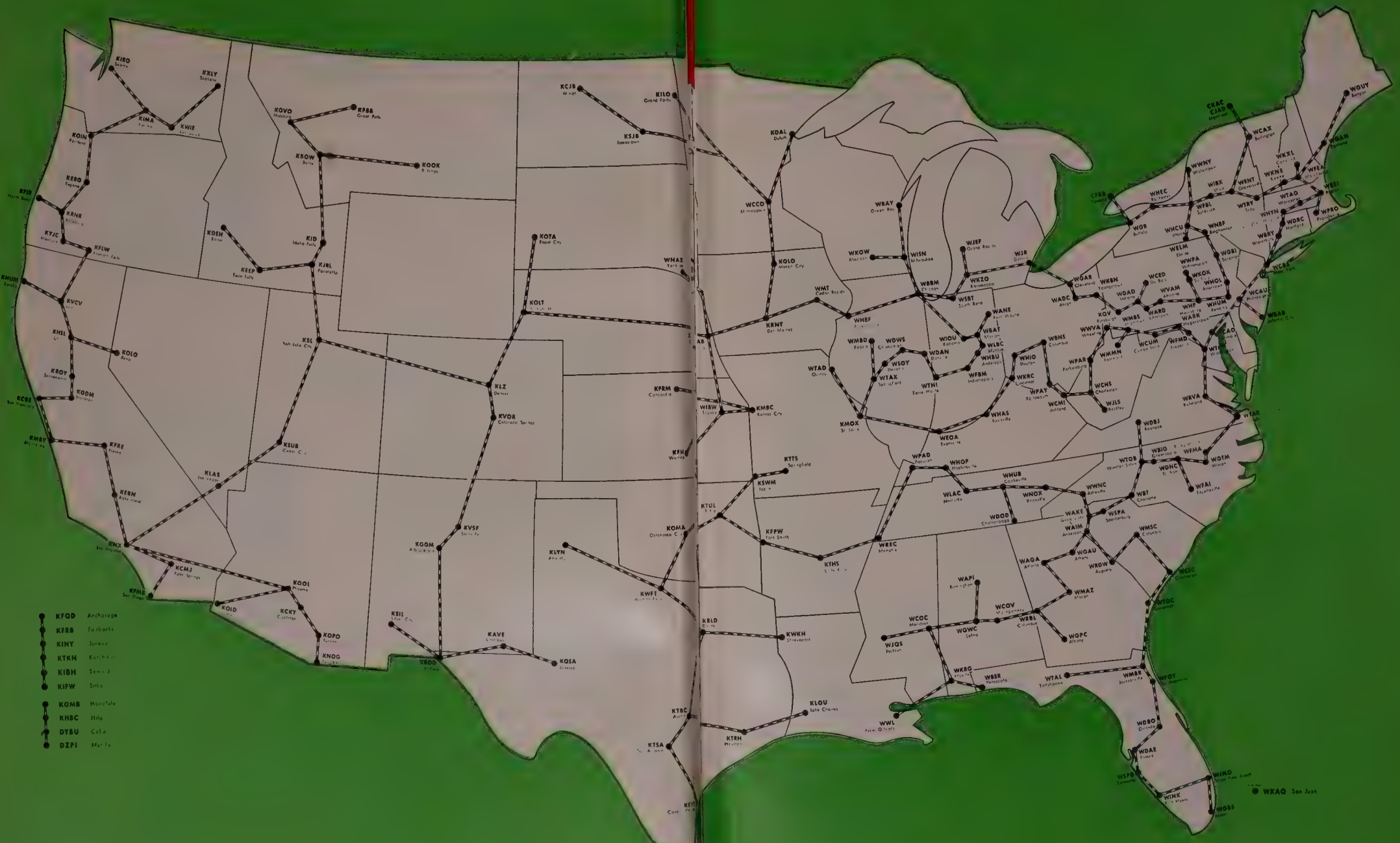
KFPW Fort Smith
KTHS Little Rock
KSWM Joplin
KTTS Springfield
WREC Memphis
WKAQ San Juan

CBS RADIO NETWORK



CBS, INC.
CBS RADIO DIVISION

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Registered Telegraphic Address—COLUMBIA NEW YORK

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James B. Conkling.....Vice President
Earl H. Gammons.....Vice President
William C. Gittinger.....Vice President
Peter C. Goldmark.....Vice President
Lawrence W. Lowman.....Vice President
Howard S. Meighan.....Vice President
Seymour Mintz.....Vice President
Adrian Murphy .....Vice President
Daniel T. O'Shea.....Vice President
Richard S. Salant.....Vice President
Charles F. Stromeyer.....Vice President
J. L. Van Volkenburg.....Vice President
Julius F. Brauner.....Secretary
Samuel R. Dean.....Treasurer
Arthur S. Padgett.....General Auditor
Herbert C. Hamilton.....Assistant Secretary
Milton Neaman.....Assistant Secretary
Richard W. Jencks.....Assistant Secretary

CBS RADIO DIVISION OFFICERS

Adrian Murphy .....President
James M. Seward..Administrative Vice President
J. Kelly Smith.....Administrative Viice President
William A. Schudt, Jr.....Vice President in Charge of Station Relations
H. Leslie Atlass.....Vice President ini Charge of Central Division
Guy della Cioppa.....Vice President in Charge of Network Programs, Hollywood
Charles L. Glett.....Vice President in Charge of Network Services, Hollywood
Lester Gottlieb....Vice President in Charge of Network Programs
Arthur Hull Hayes.....Vice President in Charge of San Francisco Office
John J. Karol.....Vice President in Charge of Network Sales

Accounting

Merle S. Wick.....Comptroller
Claude Boydston.....Director of Accounting

Business Affairs, Network Programs

Henry Howard.....Director, Business Affairs
Kenneth Craig.....Director, Business Affairs, Hollywood
Anne Nelson.....Associate Director, Business Affairs, Hollywood
W. C. Harrington.....Manager, Music Copyright Division

Editing

Don Ball .....Director

General Engineering Department

A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio Engineer
J. W. Wright.....Chief Radio Engineer

Legal

Robert Dunne.....Senior Attorney

Network Programs

Lester Gottlieb....Vice Pres. Network Programs
Gerald Maulsby.....Mgr. of Network Broadcasts
Norman Frank.....Program Supervisor
James Fassett.....Director of Serious Music
Charles S. Monroe...Manager, Program Writing

Network Sales

John Karol.....Vice President in Charge of Network Sales
Eldon Hazard.....Sales Manager
Dudley Faust.....Eastern Sales Manager
Gilson Gray.....Administrative Manager
E. E. Hall.....Sales Service Manager

Pacific Coast Office

Bob Reitzel.....Sales Manager

Chicago Office, 410 Michigan Avenue

Roger K. Huston.....Manager

Detroit Office, Fisher Bldg.

Ben Lochridge .....Manager

News

Wells Church.....Director of News
Helen J. Sioussat.....Director of Talks
Red Barber.....Counselor on Sports
John Derr.....Director of Sports
George Crothers.....Dir. of Religious Broadcasts
Theodore Koop.....Director of News and Public Affairs, Washington
Robert Skedgell.....Director of Special Events
Lewis Shollenberger.....Director of Special Events, Washington

Public Affairs

Stuart Novins.....Director of Public Affairs

Operations

Horace Guillotte.....Director of Operations
James Siirmons..Manager of Network Operations
Davidson Vorhies..Manager, Technical Operations and Chief Engineer, WCBS
Hugh Cowham.....Traffic Manager
Julius Mattfeld.....Director of Music Library
Lucile Singleton.....Manager of Record and Script Library

Press Information

George Crandall.....Dir. of Press Information
Irving Fein.....Director of Public Relations, Hollywood
Lloyd Brownfield.....Director of Press Information, Hollywood
Sidney Garfield.....Director of Exploitation
Michael Boscia.....Executive Assistant
Edwards Reynolds....Manager, Press Information
Harry J. Feeney.....Assistant to the Director of Press Information and Trade News Editor
Anne Harding.....Manager, Service Division
Raymond Hughes...Manager, Magazine Division

CBS Radio Spot Sales

Henry Flynn.....General Sales Manager
Milton Allison.....Eastern Sales Manager
George Castleman...Manager, Sales Development
Richard Hess.....Research Manager
Sherrill Taylor.....Promotion Manager

Chicago Office 410 North Michigan Avenue

Gordon F. Hayes.....Western Sales Manager

Memphis Office, 63 S. Main Street

David Kittrell.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

George E. Hurst.....Sales Manager

San Francisco Office, Palace Hotel

Al Donahue.....Sales Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion Research Manager
Howard Miller.....Manager, Coverage and Marketing Research
Gerhart Wiebe.....Research Psychologist

Sales Promotion and Advertising

George Bristol .....Director
Charles Oppenheim.....Administrative Manager
Louis Dorfsman.....Associate Director
Murry Salberg.....Program Promotion Manager
Thomas Means.....Director, Promotion Service, CBS-Owned Stations
Frank Nesbitt.....Director, Network Sales Presentations
William Jayme.....Director, Network Copy
Irving Miller.....Director, Art Service, CBS-Owned Station Promotion
Joseph Tole.....Production Manager
Edward Kaylen.....Sales Analysis and Special Reports

Station Administration

Wendell R. Campbell...Vice President in Charge

Station Relations

William A. Schudt, Jr.....Vice President in Charge of Station Relations
Edward DeGray .....Director
Ole Morby.....Western Division Manager, Columbia Square, Los Angeles 28

CBS, Inc., Broadcast Service Departments
Building Operations and Ticket Division

James Swenson...Manager of Building Operations
Jack Page.....Asst. Mgr. of Building Operations
Laurette Banks.....Supervisor of Ticket Division

General Purchasing

John E. Forsander.....Director of Purchases
Edward Drewes.....Purchasing Agent

Office Services Department

A. H. Bryant.....Manager
Maude Stubner.....Supr. of Program Typing
Emily Schiener.....Supr. of Program Transcripts

Personnel Relations

Robert Kalaidjian .....Director
Dr. Jack Nelson.....Director of Medical Office
Charles Burt.....Personnel Administrator
John Anderson.....Personnel and Labor Research Manager
Richard Stanley.....Employment Manager

Photographic

Walter I. Siegal.....Manager

Reference

William C. Ackerman.....Director
May Dowell.....Manager, General Information Division
Agnes Law .....Librarian
Esther Dobbins...Manager, Program Information Division
Dorothy Boyle.....Manager, Program Statistics Division

CBS-OWNED STATIONS
WCBS and WCBS-FM,
485 Madison Avenue, New York 22

Carl Ward.....General Manager
Henry Untermeyer.....Sales Manager
Sam Slate.....Program Manager
Don Foley.....Promotion Manager
Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM,
Palace Hotel, San Francisco 5

Arthur Hull Hayes.....Vice President in Charge San Francisco Office, General Manager of KCBS and KCBS-FM
Jules Dundes.....Sales Manager
Pede Worth.....Program Manager
Evelyn Clark.....Promotion Manager

KMOX, 401 S. Twelfth Boulevard
St. Louis 2

Eugene Wilkey.....General Manager
Robert Hyland.....Sales Manager
Mark Russell.....Program Manager
Foster Brown.....Promotion Manager

KNX and KNX-FM and Columbia Pacific Network
6121 Sunset Boulevard
Los Angeles 28

William Shaw.....General Manager
Bert West.....Assistant General Manager and Sales Manager
Robert Sutton.....Program Manager
James Frost.....Promotion Manager

WBBM and WBBM-FM
410 N. Michigan Avenue, Chicago 11

H. Leslie Atlass.....Vice President in Charge of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
William Miller.....Sales Manager
Thomas A. Bland.....Program Manager
C. W. Doebler.....Promotion Manager

WEEI and WEEI-FM
182 Tremont Street, Boston 12

Harvey Struthers.....General Manager
Emmett J. Heerdt, Jr.....Sales Manager
Eugene King.....Program Manager
Jack Curry.....Promotion Manager

HOUSEWIVE'S PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood, Jr.....General Sales Manager and General Manager, HPL Prog. Services, Inc.

For television personnel turn to TELEVISION YEAR BOOK in this volume

Vitality of Web Radio Ends Obituary Disputes

By THOMAS F. O'NEIL
President
Mutual Broadcasting System

IN any field, the invitation to weigh a new year's outlook against a past year's progress is a dubious honor. In the broadcasting business, this invitation has too often become a summons to membership in the Guild of Clouded Crystal Ball Gazers, a club already overcrowded with prophets of the death of radio. As one who never could detect any signs of rigor mortis in network radio, I am particularly gratified by the great vitality this medium has shown in 1953 — ending (forever, I hope) all need for obituary dispute, and enabling all of us to focus our efforts on the lively future of sound broadcasting.

Even a casual review of the past year reveals several sure symptoms of radio's liveliness. Some of these signs indicate the depth to which radio continues — and increases — to be indispensable to the American people in their round-the-clock living. Other signs make clear the scope to which radio continues — and increases — to serve American industry in its round-the-year selling.

On its bare, over-all dimensions alone, radio set new records in '53. The ownership and maintenance of 110,000,000 receivers by 45,000,000 U. S. families is a landmark in itself. So, too, is the emergence of the medium as an unprecedented *personal* force, through continued uptrends in multiple sets in multiple places-to-listen. And so is the development of America's automobile audience, enormous in mass and mobility, though still inadequately measured.

Radio '54 needs none of these facts of life elaborated in such space as this—but it needs all these facts and more made clear to the leaders of industry, week after week. A shining beacon in this direction was lighted last year by the Politz study of radio in TV areas, with its *qualitative* revelations of listening. In my opinion, this study provides not only an authoritative appraisal of the individuals-in-mass millions whom radio must serve — it also offers a challenging cue to the sort of market research that will best educate the industrialists whom radio must sell. The "how many" factor of this medium is still an unmatched asset, but the "how" and "why" factors are worthier study subjects today than ever.

Meanwhile, the facts already at hand keep right on affirming the persistent vitality of radio. On one network, anyway, the standard research systems reveal *increased* listening — even at night, and even in time periods when TV has its peak appeal. Over here at Mutual, Sunday afternoon of course continues as a high-level stronghold for radio. But we're also showing listener strength in the evenings, with nearly one-fifth *more* homes tuned in, 8-8:30 p.m., Monday through Friday, than a year ago.

On the record for this one network alone, improved programming, sensibly integrated with the public's entertainment interest, seems to point the way to still more effective broadcasting, day and night. It is this policy which we plan to pursue in the months and years ahead.

As for the fiscal, bodily health of radio at this juncture, the temperature-chart of our own network is better than reassuring. When clients increase their annual investments here by a solid 10 per cent ('53 over '52), when they add to their use of our facilities by an average of 19 per cent more stations per broadcast, and when the over-all result is the second biggest year in our history — then my personal beliefs about network broadcasting seem to be shared by an important panel of judges.

A year ago, on this page, I acknowledged television's contribution to radio in the degree to which advertisers who had never before ventured off the printed page were coming into radio via experiments in TV. During the past 12 months, more new-to-radio advertisers than ever before have discovered — for one reason or another — how well this medium can work for them.

MUTUAL BROAD

ALABAMA

WCTA ANDALUSIA
WSRC ANNISTON
WILD BIRMINGHAM
WEBJ BREWTON
WKUL CULLMAN
WMSL DECATUR
WTAL DEMOPOLIS
WGWD GADSDEN
WJBB HALEYVILLE
WBHP HUNTSVILLE
WPBB JACKSON
WWWB JASPER
WABB MOBILE
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA

KSUN BISBEE
KCLS FLAGSTAFF
KOY PHOENIX
KTUC TUCSON
KYMA YUMA

ARKANSAS

KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KXAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KVMA MAGNOLIA
KENA MENA
KTLO MOUNTAIN HOME
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA

KAFY BAKERSFIELD
KXOC CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KXOA SACRAMENTO
KXBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE-VISALIA
KVEN VENTURA

COLORADO

KFEL DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KBNZ LA JUNTA
KCSJ PUEBLO
KCRT TRINIDAD

CONNECTICUT

WICC BRIDGEPORT
WONS HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

DELAWARE

WAMS WILMINGTON

DISTRICT OF COLUMBIA

WWDC WASHINGTON

FLORIDA

WNDB DAYTONA BEACH
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WONN LAKELAND
WLBE LEESBURG
WTYS MARIANNA
WMMB MELBOURNE
WKAT MIAMI
WLOF ORLANDO
WPCF PANAMA CITY
WEAR PENSACOLA
WCNH QUINCY
WTSP ST. PETERSBURG-TAMPA
WJCM SEBRING
WIRK WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA

WALB ALBANY
WDEC AMERICUS
WQXI ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WPNX COLUMBUS
WMJM CORDELE
WBLJ DALTON
WMLT DUBLIN
WSGC ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WNEX MACON
WMVG MILLEDGEVILLE
WCOH NEWNAN
WRGA ROME
WCCP SAVANNAH
WMNS STATESBORO
WSFT THOMASTON
WTWA THOMSON
WWGS TIFTON
WLET TOCCOA
WGOV VALDOSTA
WVOP VIDALIA
WAYX WAYCROSS

IDAHO

KVNI COEUR d'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KFXD NAMPA-BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KWAL WALLACE

ILLINOIS

WKRO CAIRO
WGN CHICAGO
WJPF HERRIN
WIRL PEORIA
WCVS SPRINGFIELD

INDIANA

WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

IOWA

KCRI CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KIOA DES MOINES
WDBQ DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KRIB MASON CITY
KBIZ OTTUMWA
KFNF SHENANDOAH
KTRI SIOUX CITY
KICD SPENCER
KWWL WATERLOO

KANSAS

KTSW EMPORIA
KIUL GARDEN CITY
KWGB GOODLAND
KIND INDEPENDENCE
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY

WLBJ BOWLING GREEN
WCTT CORBIN
WCPM CUMBERLAND
WHIR DANVILLE
WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WKTM MAYFIELD
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKE PIKEVILLE
WEKY RICHMOND
WSFC SOMERSET

LOUISIANA

WAFB BATON ROUGE
KEUN EUNICE
KAOK LAKE CHARLES
KLIC MONROE
WNOE NEW ORLEANS
KRUS RUSTON
KENT SHREVEPORT

MAINE

WFAU AUGUSTA
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND

WCBM BALTIMORE
WCEM CAMBRIDGE
WDYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS

WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WMAS SPRINGFIELD
WOCB WEST YARMOUTH
WAAB WORCESTER

MICHIGAN

WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WHDF HOUGHTON
WIKB IRON RIVER
WJMS IRONWOOD
WKHM JACKSON
WDMJ MARQUETTE
WMBN PETOSKEY
WHLS PORT HURON
WSGW SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA

KAUS AUSTIN
WBUN BEMIDJI
KLTZ BRAINERD
WDSM DULUTH-SUPERIOR
WEVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KBZY GRAND RAPIDS
WLOL MINNEAPOLIS-ST. PAUL
KWAD WADENA

MISSISSIPPI

WLCX BILOXI-GULFPORT
WJMB BROOKHAVEN
WROX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS
WCMA CORINTH

WJPR GREENVILLE
WNAG GRENADA
WRBC JACKSON
WLAU LAUREL
WMOX MERIDIAN
WELO TUPELO
WOBC VICKSBURG
WROB WEST POINT
WAZF YAZOO CITY

MISSOURI

KFVS CAPE GIRARDEAU
KFMO FLAT RIVER
KHMO HANNIBAL-QUINCY
KWOS JEFFERSON CITY
WMBH JOPLIN
WHB KANSAS CITY
KLWT LEBANON
KXEO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KDRO SEDALIA
KICK SPRINGFIELD

MONTANA

KBMY BILLINGS
KOPR BUTTE
KMON GREAT FALLS
KOJM HAVRE
KCAP HELENA
KGEZ KALISPELL
KXLO LEWISTON
KPRK LIVINGSTON
KRJF MILES CITY
KIYI SHELBY
KGCX SIDNEY

NEBRASKA

KWBE BEATRICE
KFGT FREMONT
KHAS HASTINGS
KGFW KEARNEY
KOLN LINCOLN
KBRL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA

KELK ELKO
KELY ELY
KRAM LAS VEGAS
KATO RENO

NEW HAMPSHIRE

WHEB PORTSMOUTH

NEW JERSEY

WMID ATLANTIC CITY

NEW MEXICO

KALG ALAMAGORDO
KABQ ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KWEW HOBBS
KOBE LAS CRUCES
KFUN LAS VEGAS
KRTN RATON
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK

WPTR ALBANY
WMBO AUBURN
WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WLEA HORNELL
WJOC JAMESTOWN
WKNY KINGSTON
WLFH LITTLE FALLS
WICY MALONE
WOR NEW YORK
WSLB OGDENSBURG
WDOS ONEONTA
WIRY PLATTSBURG
WBBF ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATN WATERTOWN

NORTH CAROLINA

WLOS ASHEVILLE
WBBB BURLINGTON
WIST CHARLOTTE
WSSB DURHAM
WCNC ELIZABETH CITY
WIFM ELKIN
WFNC FAYETTEVILLE
WGBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSON
WJNC JACKSONVILLE
WISP KINSTON
WLOE LEAKSVILLE
WJRI LENOIR
WTSB LUMBERTON
WSYD MT. AIRY
WHIT NEW BERN
WRAL RALEIGH
WCBT ROANOKE RA
WSTP SALISBURY
WOHS SHELBY
WEEB SOUTHERN PI
WSIC STATESVILLE
WLSE WALLACE
WHCC WAYNESVILLE
WENC WHITEVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SAL

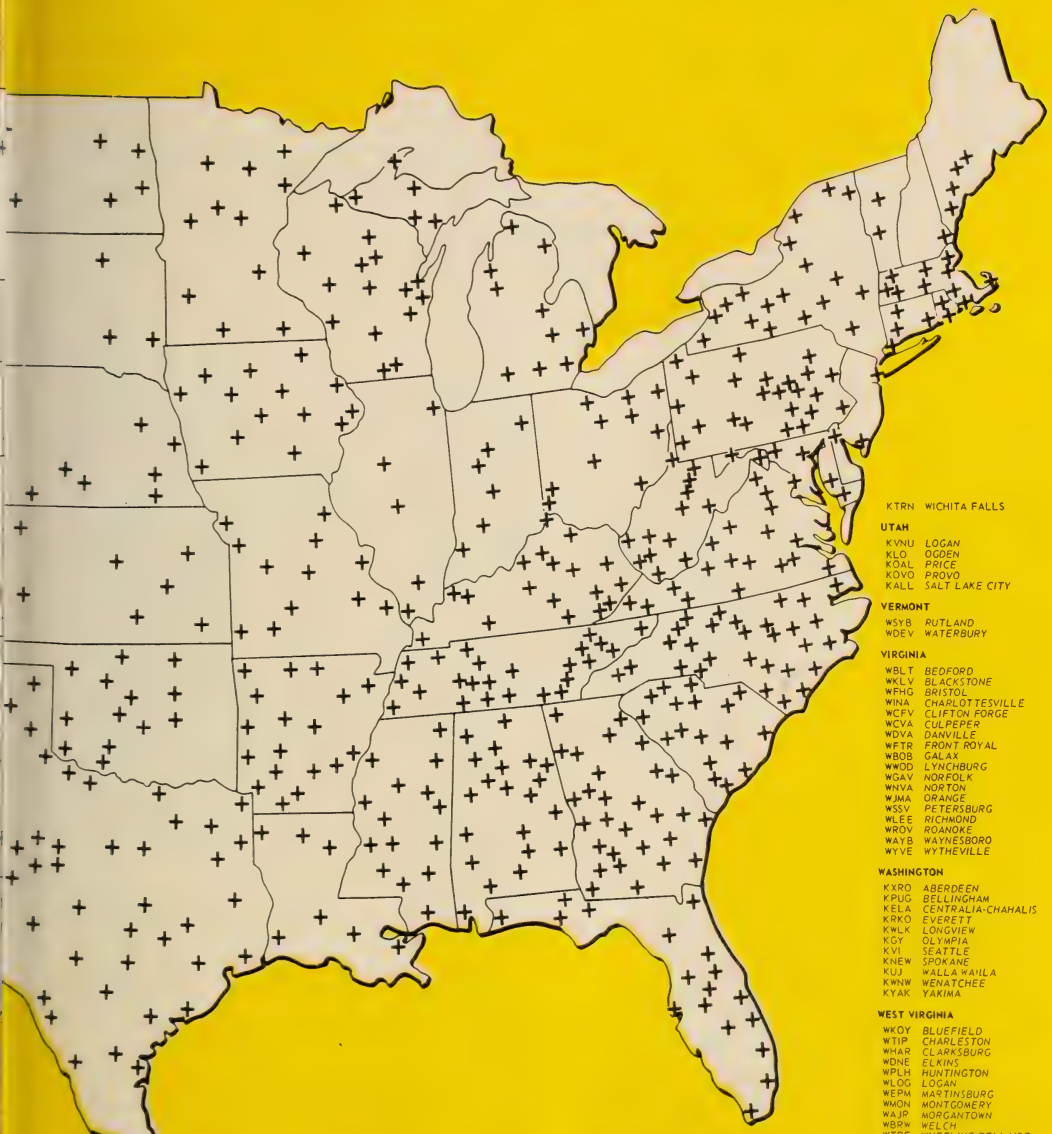
NORTH DAKOTA

KGCU BISMARCK-MA
KDLR DEVILS LAKE
KVOX FARGO
KNOX GRAND FORKS
KLPM MINOT
KOVC VALLEY CITY

OHIO

WATG ASHLAND
WHKK AKRON
WCPO CINCINNATI
WLW CINCINNATI

CASTING SYSTEM



KTRN WICHITA FALLS

UTAH

KVNU LOGAN
KLO OGDEN
KOAL PRICE
KOVO PROVO
KALL SALT LAKE CITY

VERMONT

WSYB RUTLAND
WDEV WATERBURY

VIRGINIA

WBLT BEDFORD
WKLV BLACKSTONE
WFHG BRISTOL
WINA CHARLOTTESVILLE
WCFV CLIFTON FORGE
WCVA CULPEPER
WDVA DANVILLE
WFTR FRONT ROYAL
WBOB GALAX
WWOD LYNCHBURG
WGAV NORFOLK
WNVA NORTON
WJMA ORANGE
WSSV PETERSBURG
WLEE RICHMOND
WROV ROANOKE
WAYB WAYNESBORO
WYVE WYTHEVILLE

WASHINGTON

KXRO ABERDEEN
KPUG BELLINGHAM
KELA CENTRALIA-CHAHALIS
KRKO EVERETT
KWLK LONGVIEW
KGY OLYMPIA
KVI SEATTLE
KNEW SPOKANE
KUJ WALLA WALLA
KWNW WENATCHEE
KYAK YAKIMA

WEST VIRGINIA

WKOY BLUEFIELD
WTIP CHARLESTON
WHAR CLARKSBURG
WDNE ELKINS
WPLH HUNTINGTON
WLOG LOGAN
WEPM MARTINSBURG
WMON MONTGOMERY
WAJR MORGANTOWN
WBRW WELCH
WTRF WHEELING-BELLAIRE
WHAW WESTON
WBTH WILLIAMSON

WISCONSIN

WHBY APPLETON
WATW ASHLAND
KSAM BELOIT
WBIZ EAU CLAIRE
KFIZ FOND du LAC
WJPG GREEN BAY
WCLO JANESVILLE
WLCX LaCROSSE
WOMT MANITOWOC
WISC MADISON
WIGM MEDFORD
WOBT RHINELANDER
WJMC RICE LAKE
WOSA WAUSAU
WFHR WISCONSIN RAPIDS

WYOMING

KSPR CASPER
KVWO CHEYENNE
KLUK EVANSTON
KOVE LANDER
KPOW POWELL
KVRS ROCK SPRINGS
KWYO SHERIDAN

CLEVELAND
COLUMBUS
DENTON
MARIETTA
MIAMI
STEUBENVILLE
YOUNGSTOWN-WARREN

OKLAHOMA

ALTUS
BARTLESVILLE
CHICKASHA
DUNCAN
ELK CITY
ENID
OKLAHOMA CITY
SHAWNEE
PONCA CITY
SAPULPA
STILLWATER
TULSA
WOODWARD

OREGON

ALBANY
ASHLAND
ASTORIA

KBND BEND
KOOS COOS BAY
KORE EUGENE
KIMN GRANTS PASS
KFJI KLAMATH FALLS
KPOJ PORTLAND
KRVL ROSEBURG
KSLM SALEM

PENNSYLVANIA

WRTA ALTOONA
WESB BRADFORD
WEST EASTON
WLEU ERIE
WHGB HANOVER
WCMB HARRISBURG
WAZL HAZLETON
WCRO JOHNSTOWN
WGAL LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WKBO OIL CITY
WIP PHILADELPHIA
WJAS PITTSBURGH
WPAM POTTSVILLE
WRAK PUNXSUTAWNEY
WEAU READING
WKBI ST. MARY'S
WISL SHAMOKIN
WMAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WORK YORK

RHODE ISLAND

WEAN PROVIDENCE
WNOX WOONSOCKET

SOUTH CAROLINA

WAIS ANDERSON
WBSO BENNETTSVILLE
WCSC CHARLESTON
WCOS CHESTER
WNOK COLUMBIA
WLAT CONWAY
WFJS GEORGETOWN
WMRD GREENVILLE
WGSA GREENWOOD
WHYC HARTSVILLE
WKDK JEFFERSON
WOIC ORANGEBURG
WRHI ROCK HILL
WJAN SPARTANBURG
WFIS SUMTER
WBCU UNION
WALD WALTERBORO

SOUTH DAKOTA

KOSJ DEADWOOD
KORN MITCHELL
KPSD RAPID CITY
KIHO SIOUX FALLS
KWAT WATERTOWN

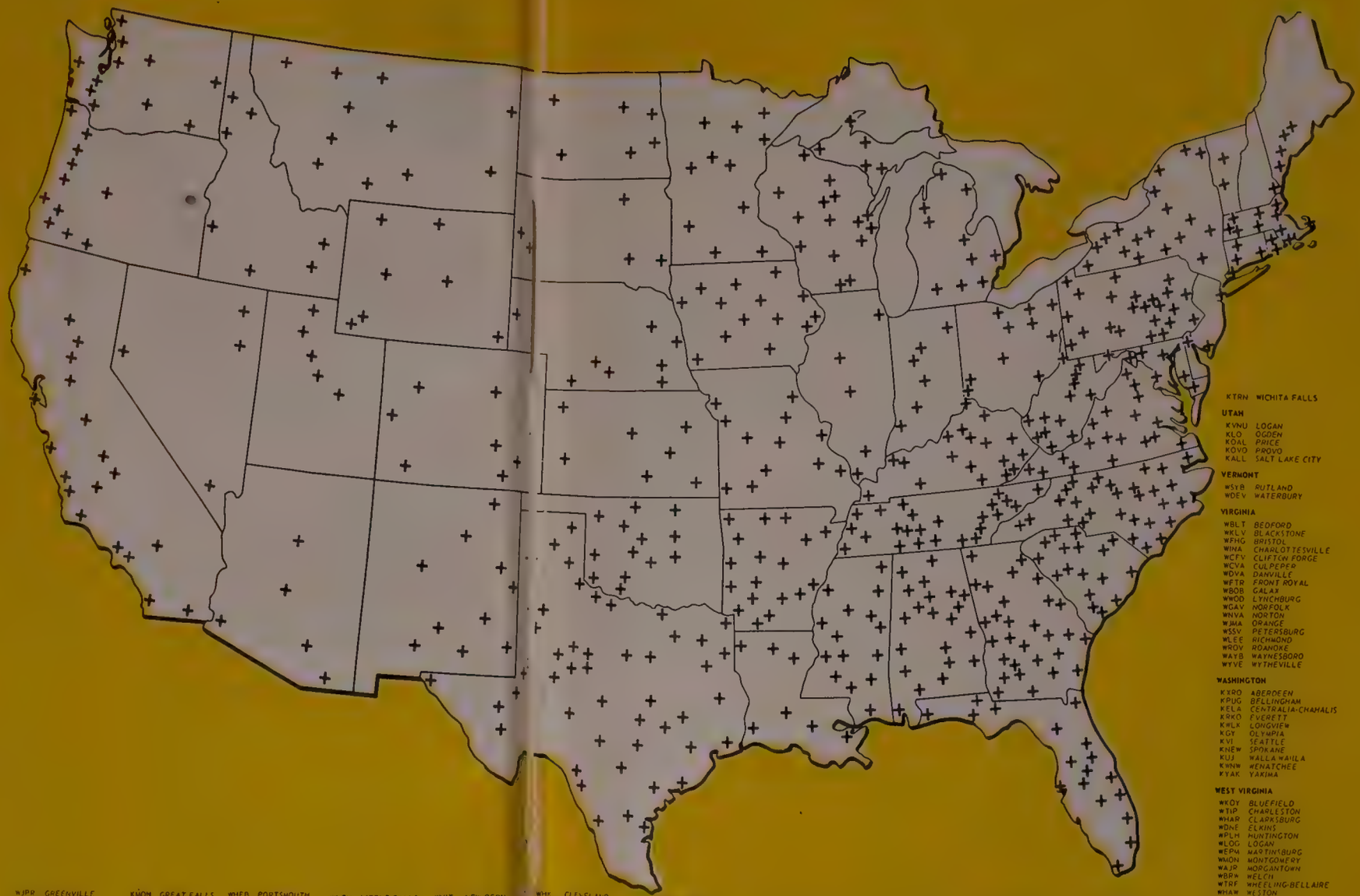
TENNESSEE

WLAP ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WSGO DYERSBURG
WBEJ ELIZABETHTON-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WHBT HARRIMAN
WDXI JACKSON
WKGN KNOXVILLE
WLAF LA FOLLETTE
WDKE LAWRENCEBURG
WJLW LENOIRBURG
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WTPP PARIS
WHAL SHELBYVILLE
WEHK UNION CITY
WCOT WINCHESTER

TEXAS

KWKC ABILENE
KBYI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KRUN BALLINGER
KIOX BAY CITY
KTXC BIG SPRING
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUNO CORPUS CHRISTI
KRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KVOZ LAREDO
KSEL LUBBOCK
KTRE LUFKIN
KWHT MARSHALL
KVKM MONAHANS
KRIG ODESSA
KPDH PAMPA
KIUN PECOS
KEYE PERRYTON
KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTXL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENNISON
KSNY SNYDER
KDWT STANFORD
KSST SULPHUR SPRINGS
KXOX SWEETWATER
KTEM TEMPLE
KOSY TEXARKANA
KGKB TYLER
KVOU UVALDE
KVMC VERNON
KVIC VICTORIA
KWTX WACO

MUTUAL BROAD CASTING SYSTEM



ALABAMA
WCTA ANDALUSIA
WSPC ANNISTON
WILO BIRMINGHAM
WEBJ BREWTON
WVUL CULLMAN
WMSL DECATUR
WRAL DEMOPOLIS
WGWD GADSDEN
WJBB HALEYVILLE
WBHP HUNTSVILLE
WPBB JACKSON
WWWB JASPER
WABM MOBILE
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KCLS FLAGSTAFF
KOY PHOENIX
KTUC TUCSON
KYMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KXAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KVLC LITTLE ROCK
KVMA MAGNOLIA
KENA MENA
KTLO MOUNTAIN HOME
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUOA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KAFY BAKERSFIELD
KXOC CHICO
KXO EL CENTRO
KIEM EUREKA
KYNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KVOS MERCED
KPRL PASO ROBLES
KXOA SACRAMENTO
KXBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KXOR STOCKTON
KCOK TULARE-VISALIA
KVEN VENTURA

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KFEL DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KGHZ LA JUNTA
KCSJ PUEBLO
KCRT TRINIDAD

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WMOG BRUNSWICK
WBHF CARTERSVILLE
WRBL COLUMBUS
WJGR CORDELE
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WMLT DUBLIN
WSGC ELBERTON
WBHF FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LAGRANGE
WMLB MACON
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WCOH NEWNAN
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WTOC SAVANNAH
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KVNI COEUR D'ALENE
KIFI IDAHO FALLS
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KFXD NAMPA-BOISE
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WKRO CAIRO
WGN CHICAGO
WJPF HERRIN
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WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

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KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KIOA DES MOINES
WDBQ DUBUQUE
KVFD FORT DODGE
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KICD SPENCER
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KIND INDEPENDENCE
KSAL SALINA
KTOP TOPEKA
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WCPM CUMBERLAND
WHIP DANVILLE
WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WKYM MAYFIELD
WFTM MAYSVILLE
WOMI OWENSBORO
WSIP PAINTSVILLE
WPKY PIKEVILLE
WEKY RICHMOND
WSFC SOMERSET

LOUISIANA
WAFB BATON ROUGE
KEUN EUNICE
KAOK LAKE CHARLES
KLIC MONROE
WNOE NEW ORLEANS
KRUS RUSTON
KENT SHREVEPORT

MAINE
WFAU AUGUSTA
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND
WCBM BALTIMORE
WCEM CAMBRIDGE
WDYF COMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS
WNAC BOSTON
WALE FALL RIVER
WFIM FITCHBURG
WHAI GREENFIELD
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WMAS SPRINGFIELD
WOCB WEST YARMOUTH
WAAB WORCESTER

MICHIGAN
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WKZO BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WHDF HOUGHTON
WIBA IRON RIVER
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KMBC KANSAS CITY
KWTC LEBANON
KREO MEXICO
KFEQ ST. JOSEPH
KWK ST. LOUIS
KWRO SEDALIA
KICK SPRINGFIELD

MONTANA
KBMY BILLINGS
KGPC BUTTE
KMON GREAT FALLS
KGIM HAVRE
KCAP HELENA
KGEZ KALISPELL
KXLO LEWISTON
KPRK LIVINGSTON
KRJF MILES CITY
KIYI SHELBY
KGCX SIDNEY

NEBRASKA
KWBE BEATRICE
KFGT FREMONT
KHAS HASTINGS
KGFW KEARNEY
KOLN LINCOLN
KBRL McCOOK
KBON OMAHA
KNEB SCOTTSBLUFF

NEVADA
KELK ELKO
KELY ELY
KRAM LAS VEGAS
KATO RENO

NEW HAMPSHIRE
WHEB PORTSMOUTH

NEW JERSEY
WMID ATLANTIC CITY

NEW MEXICO
KALG ALAMAGORDO
KABQ ALBUQUERQUE
KSVP ARTESIA
KICA CLOVIS
KWEW HOBBS
KOBE LAS CRUCES
KFUN LAS VEGAS
KRTN RATON
KGFL ROSWELL
KTNM TUCUMCARI

NEW YORK
WPTR ALBANY
WMBO AUBURN
WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
WENY ELMIRA
WLPA HORNELL
WJOC JAMESTOWN
WKNY KINGSTON
WLPH LITTLE FALLS
WICY MALONE
WOR NEW YORK
WSLB OGDENSBURG
WDOS ONEONTA
WIRY PLATTSBURG
WBRF ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
WATN WATERTOWN

NORTH CAROLINA
WLOS ASHEVILLE
WBRB BURLINGTON
WBIT CHARLOTTE
WSSB DURHAM
WLNC ELIZABETH CITY
WIRK ELKIN
WFNC FAYETTEVILLE
WGBG GREENSBORO
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WHNC HENDERSON
WBIG JACKSONVILLE
WSP KINSTON
WLOF LEAKSVILLE
WJNC LENOIR
WTSB LUMBERTON
WSYD MT. AIRY
WHIT NEW BERN
WRAL RALEIGH
WCBT ROANOKE RAPIDS
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WOHS SHELBY
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WSIC STATESVILLE
WLSS WALLACE
WHCC WAYNESVILLE
WENC WHITEVILLE
WGNI WILMINGTON
WVOT WILSON
WTOB WINSTON-SALEM

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KDLR DEVILS LAKE
KVOX FARGO
KYOX GRAND FORKS
KLPM MINOT
KOVC VALLEY CITY

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WHKK AKRON
WCPO CINCINNATI
WLW CINCINNATI
WHK CLEVELAND
WBNS COLUMBUS
WIBO DAYTON
WMOA MARIETTA
WKST SANDUSKY
WSTV STEUBENVILLE
WFMJ YOUNGSTOWN-WARREN

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KGFF BARTLESVILLE
KWCO CHICKASHA
KRMC DUNCAN
KASA ELK CITY
KGWA ENID
KOCY OKLAHOMA CITY
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KWIL ALBANY
KWIN ASHLAND
KAST ASTORIA
KBND BEND
KXRO BOOM BAY
KORE EUGENE
KTEL GRANTS PASS
KFLW KLAMATH FALLS
KPOJ PORTLAND
KRAL ROSEBURG
KTEM SALEM

PENNSYLVANIA
WFBG ALTOONA
WESB BRADFORD
WJAS CHESTER
WCOL COLUMBIA
WHGB HARRISBURG
WJPA JOHNSTOWN
WLAT LANCASTER
WGBI SCRANTON
WARD WILKES-BARRE
WKBO WILLIAMSPORT
WSAN ALLENTOWN
WIBG PHILADELPHIA
WCAE PITTSBURGH
WRAK READING
WSAJ SHAMOKIN
WJAJ STATE COLLEGE
WFBA WASHINGTON
WBAX WILKES BARRE
WORK YORK

RHODE ISLAND
WEAN PROVIDENCE
WWON WOONSOCKET

SOUTH CAROLINA
WAIS ANDERSON
WBSO BENNETTSVILLE
WUSN CHARLESTON
WCOD CHESTER
WIOK COLUMBIA
WLAT CONWAY
WGTN GEORGETOWN
WMRD GREENVILLE
WGSW GREENWOOD
WHSC HARTSVILLE
WKDK NEWBERRY
WDIX ORANGEBURG
WHKK ROCK HILL
WJAN SPARTANBURG
WFIG SUMTER
WBCU UNION
WALD WALTERBORO

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KDSJ DEADWOOD
KORN MITCHELL
KRSD RAPID CITY
KIHO SIOUX FALLS
KWAT WATERTOWN

TENNESSEE
WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WKRM COLUMBIA
WDSG DYERSBURG
WBEJ ELIZABETHTON-JOHNSON CITY
WEKR FAYETTEVILLE
WGRV GREENVILLE
WHBT HARRIMAN
WDXI JACKSON
WKGN KNOXVILLE
WLAF LA FOLLETTE
WDXE LAWRENCEBURG
WJIM LEWISBURG
WMMT McMINNVILLE
WHBQ MEMPHIS
WCRK MORRISTOWN
WMAK NASHVILLE
WATO OAK RIDGE
WTPR PARIS
WHAL SHELBYVILLE
WENK UNION CITY
WCDT WINCHESTER

TEXAS
WKKC ABILENE
KBKI ALICE
KVLF ALPINE
KAMQ AMARILLO
KVET AUSTIN
KPUN BALLINGER
KIOX BAY CITY
KTXC BIG SPRING
KHUZ BORGER
KBWD BROWNWOOD
KORA BRYAN
KCTX CHILDRESS
KUNO CORPUS CHRISTI
WRR DALLAS
KSET EL PASO
KFJZ FORT WORTH
KNAF FREDERICKSBURG
KGVL GREENVILLE
KTHT HOUSTON
KSAM HUNTSVILLE
KVOZ LAREDO
KSEL LUBBOCK
KTRE LUFKIN
KMHT MARSHALL
KVKM MONAHANS
KRIG ODESSA
KPDN PAMPA
KIUN PECOS
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KVOP PLAINVIEW
KPAC PORT ARTHUR-BEAUMONT
KTNL SAN ANGELO
KMAC SAN ANTONIO
KRRV SHERMAN-DENNISON
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KGKB TYLER
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UTAH
KVNU LOGAN
KLO OGDEN
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KGY OLYMPIA
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KHEW SPOKANE
KUJ WALLA WALLA
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WEST VIRGINIA
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WTIP CHARLESTON
WHAR CLARKSBURG
WDNE ELKINS
WPLH HUNTINGTON
WLOG LOGAN
WEPM MARTINSBURG
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WISC MADISON
WIGM MEDFORD
WOBT RHINELANDER
WJMC RICE LAKE
WOSA WAUSAU
WFHR WISCONSIN RAPIDS

WYOMING
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KVWO CHEYENNE
KLUK EVANSTON
KOVE LANDER
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COLLINS IS THERE...

WAVU KVSM WROY WIEL WHLB WIRC WLCM WANA WIND WHLN KFMO WHKY KABR W
RFS WSPC WGIL WKIC KWOS WELS KIJV WHMA KSPA WPRC WMBH WFTC KWAT WC
TA WATM KSTN WQUA KRMS WSYD WAPO WJLD KCOK WVLN WINN KSIM WPAQ WDOD
WULA KVEN WHBF WPRT KFEQ WKBC WAGC WWWF KWSO WGBC WIBR KSGM WCEC WIRJ

The call letters of over 700 U.S. broadcast stations reach

WHEP KBOL WBIW KEUN WVMI WNCA WPLI WFPA KCOL WGBF KVOL WCLD WLPM WK
LF WKIN WJBY WNAB WIKY KAKT WGVM KOVC WNOX WGEA WNHC WWCA KLIC WABG
WADC WIVK WPBB WNLC WBAA KANE WKOZ WCPO WJJM WCOV WATR WBAT WMRY K
TYL WHOC WCOL WSM WNPT WWCO WHOT KRUS KXGN WING WSIX WJHO WGMS WJVA

their listeners through Collins equipment.

KCIJ KGEZ WJER WKDA WAMI WOOK WRSW WHDH KCNI WFIN WSOK WOZK WTAN WT
BC KPIG WBET KMMJ WMOH WDBL WWWR WTTT KCRG WHAI KGFW WMOA KRBC WHBB
WROD KCHA WLYN KELY WPTW KBKI WHTB WJBS WCHE WJDA KENO WWSO KALT W
WWB KCLF WFTL KROS WOCB KRAM KADA KRCT KRUX WARN KSWI WASL WKBR KVSO

Collins engineering and precise manufacturing standards

KFYN KIFN WINZ KSTT WUST WHEB KCRC KTFY KBBA WMBR WOC WCEM WWNH KNOR K
LCN KVAL KELD WLBE KDTH WDYK WAAT KOCY KORA KDMS WMMB KLIL WSID WWBZ
KVLH KDET KFSA WMBM KXIC WKIK KOBE KGFF KSTA KXAR WTMC KRIB WINX KVSF W
FLA KAKC KTAW KWFC WPCF KWPC WGAY WABY KWSH KMCO KCON WWPF KBOE WBBC

give Collins transmitting and speech equipment the extra

WOKO KASH KUNO KENA WTRR KBIZ WFDF WCSS KFJI KRIS KBIS WFOY KFNF WHTC K
BTM WINR KNPT KEYS KAFY WEBK KICD WJMS WGBB KCRO KAND KROP WIRK KWWL
WTCM WGVA WPWA KULP KSJV WGAU KARE KATE WENT WIKK KCLW KXOC WGRA KB
IS KCRB KXRA WHLI LWSH KTXJ KHUM WMOC KXXX KBMW WBUC WPXY KOCA KDAC

measure of reliability so essential to continuous broadcast

WDWD KGNO WKLK WXRA WVPO KSEL KGST WFPM KTSW WEVE WHDL WKOK KRBA WG
MS KBOX WCOH KWBW KGDE WEAV WMBS KMTH KVON WACL KJCK KBZY WVET WHIM
KOSF KROW KEYY KCLO WMFG WKAL WWON KOGT KPPC KPST KSCB KLTF WAGE KFA
C WPAL KFTV KWKW KEEP KLKC WPBC WOLF WCRE KEXX KPRO WOKZ KTOP KOBK WISE

operation. Collins — design leaders in the past, present

WMSC KIWW KGMS WKRO KANS KAAA WCHL WMUU KITE KGB WCIL WHIR KROC KCR
W WAYS WMRC KCNY KTFS KNAL KTRN KVNU KSVC WCAX WSKI WSYB WWSR WEAM
WDVA WLOW WSAP WPUV WLPM KBKW KWIE KHQ WKOY WGKV WCAW WBLK WSAZ K
FEL WMON WPAR WWYO WBTH WLCX WMNE WMIL WMAW WPDR WIBU WJMC WDSM

and future with the modern concept in AM.

WFHR KOVE KOWB KVRS KWRL KGOS KWOR WOAY WOSA KIFN WFMO WERH WLON KL
Z WFAH KPHO KXOC KDB KCHR WRRR WPET WJOT WJMW WLMJ WMBR WDBO KRNT
WDAE WGBA WJAT WCNT WEAW KBUR KCRG WEBQ WLBH WMLL WMRI WIMS KVFD W
RSW WOI WSUI KWPC WMCI WSON KRMD WHOP WFMV WPAD WJBO WBZ WHAI KFUO

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

11 W. 42 Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Advent of Color TV Era Finds Broadcasting Ready

By SYLVESTER L. WEAVER, JR.
President
National Broadcasting Company

THE year of 1954 finds the broadcasting industry in the most exciting and significant era in the history of communications—the era of color television.

Color brings to advertisers their most potent tool. Here is the perfect advertising medium, combining sight, color, sound and movement.

And now color television is a reality. On Dec. 17, 1953, the Federal Communications Commission approved color television signal standards for the industry.

We at NBC have been fortunate because it was our parent company, the Radio Corporation of America, under Brig. Gen. David Sarnoff, which pioneered, the compatible color standards which were endorsed by the whole industry and approved by the FCC. In working with RCA, as its broadcasting service, during years of developmental work, we were able to get off to a head start in the color broadcasting sweepstakes.

This head start was demonstrated most graphically when, in the immediate wake of the FCC decision, NBC broadcast four outstanding commercial programs in color in a period of two weeks. These were: "Amahl and the Night Visitors," the Gian-Carlo Menotti Christmas opera; "Season's Greetings," a one-hour all-star variety show; the Christmas episode of "Dragnet," which marked the first use of color film in commercial colorcasting; and the brilliant Tournament of Roses Parade, whch was the first West-to-East transcontinental color transmission.

We at NBC are proud that it is our network which paved the way for commercial color telecasting by developing program techniques that are setting the standards for the entire industry. Even before FCC approcal came, these techniques had been demonstrated time and time again during 1953 in experimental colorcasts which drew acclaim in New York, Chicago and Los Angeles.

We have welcomed inquiries from the entire industry on color programming techniques we have developed. Our color corps specialists have given lectures to technicians and program people representing all the networks. The techniques we have learned are available to all.

Color will give the broadcasting industry an even greater opportunity for service. And a greater responsibility. For, as communications people we are entrusted with the most important instruments since the invention of print.

We have made tremendous strides in color television. But black-and-white television will still be top dog for many years to come. And developments in our black-and-white operation have been considerable. During 1953, we increased the usefulness of television to the advertiser. Through the creation of new programming and sales policies, we made the sales impact of television available to a broader base of advertisers.

In the realm of public service, NBC increased its scope during the past year, with an increase both in quantity and quality of news, information, public discussion and special events.

On the radio side, NBC enters 1954 with a tried and proven medium completely revitalized. The program, sales, advertising and promotion activities of the radio network have been separated from those of television in the interests of strengthening the operation.

On the sales side, new and smaller program packages, making big-time radio available to small-budget advertisers, has placed the best in the audio-only medium within reach of the advertisers who up to now have not been able to afford the best.

The trade press has spoken much in recent months of the "Pat and Bob" team at NBC. Bob Sarnoff, NBC executive vice-president, and myself consider ourselves as a team, and work as a team on program and sales policies. With Bob as team-mate, I am most optimistic about forward strides NBC can make in 1954 in further improving our broadcasting service both as a public service and as a sales medium.

NATIONAL BROAD

Midnight Sun Broadcasting Company

KENI Anchorage

KFAR Fairbanks

Aurora Broadcasters, Inc.

KABI Ketchikan

KJNO Juneau

KGU Honolulu

DZRH Manila

Wirelines shown are for informative purposes only and subject to change without notice

CASTING COMPANY

NATIONAL BROAD CASTING COMPANY

NATIONAL
BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

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Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond F. Guy.....Manager of Radio & Allocation Engineering
George M. Nixon.....Manager of Engineering Development
Chester A. Rackey.....Manager of Audio-Video Engineering
James Wood, Jr....Manager of Technical Services

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Sheldon B. Hickox...Director of Station Relations
Thomas Knode.....Manager of Station Relations
Harry A. Woodman.....Manager of Traffic Dept.

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Harry F. McKeon.....Director of the Tax Dept.
William D. Bloxham.....Manager of Purchasing

Integrated Services

William S. Hedges...V.P. for Integrated Services
Henry Patrick Hayes..Mgr. Radio Recording Sales
Edward M. Lowell.....Manager Building & General Services Department
William B. Miller.....Night Executive Officer
Peter M. Tintle.....Manager of Guest Relations
Mildred Joy.....Chief Librarian

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Thomas E. Ervin.....V.P. & General Attorney
John V. Shute.....Assistant General Attorney
James E. Denning.....Senior Attorney
Stockton Helffrich.....Manager of Continuity Acceptance

Controller

George D. Matson.....Controller
Hamilton Young....Dir. of Auditing and Systems
Francis X. O'Shea.....Chief Accountant
Nicholas Gilles.....Budget Manager

PERSONNEL

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B. Lowell Jacobsen.....Director of Personnel
Edmund Souhami...Labor Relations Administrator
Lewis R. Tower....Labor Relations Administrator
Ferdinand Wankel.Labor Relations Administrator
Robert Tufts.....Organization Development Administrator
Donald A. Rutledge...Manager, Training, Policy, Benefits and Communications
Donald H. Mackenzie.....Manager, Employment, Records and Health
David Broadfoot...Manager, Salary Administration

PRESS AND PUBLICITY

Sydney H. Eiges.....V.P. for Press and Publicity
Richard T. Connelly.....Director of Press Dept.
Don Bishop.....Manager of Program Publicity
Ellis Moore.....Manager of Radio-Television Business Publicity
John D. McTigue.....Supervisor, Radio Network Publicity
Kathryn Cole.....Manager of Information
Cornelius Sullivan.Public Relations Representative

ORGANIZATIONS SERVING RADIO NETWORK

Research and Planning

Hugh M. Beville.....Dir. of Research & Planning
Dr. Thomas E. Coffin.....Manager of Research
Allen R. Cooper.....Mgr. of Markets & Media
James H. Cornell.Mgr. of Audience Measurement
Barry T. Rumple.....Manager of Plans

Public Affairs

Davidson Taylor.....Director of Public Affairs
William R. McAndrew.....Mgr. of News & Special Events
Thomas S. Gallery.....Manager of Sports
Edward Stanley...Mgr. of Public Service Programs
Doris Corwith..Supervisor of Religious Broadcasts — Talks
Joseph O. Meyers.....Chief of the Central News Desk

Technical Operations

George McElrath.Director of Technical Operations
Paul V. Gallant.....Supervisor of Radio Broadcasting Operations
Gerald M. Sellar.....Radio Operations Supervisor
Frederick G. Knoofke....Mgr. of Sound Effects

RADIO NETWORK

William H. Fineshriber, Jr....V.P. in chg. of the Radio Network
Ted Cott...Operating V.P. of the Radio Network

Programs

John P. Cleary...Nat'l Prog. Dir., Radio Network
Robert L. Wogan.....Supervisor Radio Network Operations
Merrill Mueller.....Radio News & Features Executive

Sales

Fred L. Horton.....Dir. of Radio Network Sales
Howard Gardner...Dir. of Radio Network Sales Development
George W. Diefenderfer...Radio Network Sales Manager, Central Division
John K. Williams.....Radio Network Sales Mgr., Pacific Division
Sackett Miles.....Mgr., Radio Sales Service & Traffic

Advertising & Promotion

Ridgway Hughes.Dir. of Advertising & Promotion, Radio Network
James Nelson...Advertising Mgr. Radio Network

Robert Hitchens.....Sales Promotion Mgr. Radio Network
Walter Van Bellen...Art Director, Radio Network
Frank McMahon.Copy Supervisor, Radio Network

Business Manager

Theodore Zaer....Business Mgr. Radio Network
Marion Stephenson.....Division Budget Manager, Radio Network

Chicago Office — Radio Network Merchandise Mart, Chicago 54, Ill. Tel. SUperior 7-8300

George W. Diefenderfer.....Radio Network Sales Manager, Central Division

NBC OWNED STATIONS AND NBC SPOT SALES

Charles R. Denny.....V.P. in chg. of NBC Owned Stations and NBC Spot Sales
Henry T. Sjogren.....Divisional Business Mgr.
Charles H. Colledge.Dir. of Technical Operations
Charles C. Bevis, Jr.....General Executive
Robert F. Blake.....Director of Publicity

WNBC, WNBC-FM—New York

Hamilton Shea..Gen. Mgr. of WNBC, WNBC-FM
Ernest de la Ossa....Station Manager of Stations WNBC, WNBC-FM
Richard M. Pack.....Dir. of Programs and Operations WNBC, WNBC-FM
Peter Affe.....Mgr. of Operations for WNBC, WNBC-FM
Max Buck...Dir. of Advertising, Sales Promotion & Merchandising
Robert J. Leder.....Radio Sales Manager

WMAQ, WMAQ-FM—Chicago

Harry C. Kopf.....V.P. & Gen. Mgr. of WMAQ, WMAQ-FM
Jules Herbuveaux.....Assistant General Manager
Charles Dresser.....Director of Sales
George Heinemann.....Director of Programming
John F. Whalley.....Director of Operations
Howard C. Luttgens.....Engineer in Charge

WTAM, WTAM-FM—Cleveland

Lloyd E. Yoder.....General Manager for WTAM, WTAM-FM
Samuel E. Leonard.....Engineer in Charge
Brooks Taylor.....Program Director

KNBC, KNBC-FM—San Francisco

George Greaves.....General Manager for KNBC, KNBC-FM
William K. McDaniel.....Sales Manager
Curtis D. Peck.....Manager of Radio Technical Operations & Integrated Services
John Thompson.....Program Manager

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Mgr. WRC, WRC-FM
Joseph Goodfellow.....Director of Sales
James Kovach.....Program Director
Lefferts A. McClelland....Director of Operations
John G. Rogers.....Engineer in Charge

National Spot Sales

Thomas B. McFadden.....Dir. of Natl. Spot Sales
Richard H. Close...Mgr. for Represented Stations
William N. Davidson.....Natl. Mgr. for Radio Spot Sales
Harold Shepard.....Sales Development Advertising & Promotion Manager
Caroline Herbert.....Sales Service Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell.....Vice Pres., Washington
George Wheeler.....Asst. to the Vice Pres.

Pacific Division
Sunset Boulevard and Vine Street, Hollywood 28, Calif. Tel. Hollywood 9-6161

John K. West.....V.P. for the Pacific Division
Thomas C. McCray.....Dir. of Radio Network Division, Pacific Division
Lewis S. Frost.....Director of Public Relations
Frank Dellett.....Business Mgr., Pacific Div.
Harry Bubeck...Radio Network Mgr., Pacific Div.
Richard H. Graham.....Attorney
Leslie Raddatz.....Mgr. of Press & Publicity
Alfred Saxton.....Mgr. of Technical Operations
John K. Williams.....Network Sales Mgr., Pacific Division

Foreign Offices

England: Romney Wheeler, National Broadcasting Company, Inc., 2 Mansfield Street, London W1, England.
France: Paul Archinard, William Frye, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.
Japan-Korea: George Thomas Folster, Wilson Hall, John Rich, James G. Robinson, Nikkatsu Building, 1-1 Chome, Yura Kucho Chiyodaku, Tokyo, Japan.
Germany: Robert McCormick, Press Center (American), APO 757, c/o PM, New York, New York.
Italy: Jack Begon, 54 Via Della Mercede, Rome, Italy.

For television personnel turn to TELEVISION YEAR BOOK in this volume

Local Radio Still Potent Despite Television Gains

By SIDNEY J. WOLF
President
Keystone Broadcasting System, Inc.

AGAIN in 1954, the advertiser is confronted with another period of adjustment, created by increased TV coverage—represented by stations presently operating who will expand facilities, and by those that will be in operation by the end of the year. Keystone has, at present, 244 radio stations beyond effective TV coverage area, and as new TV stations are built, there will undoubtedly be many advertisers who will use TV—supplemented with radio, to achieve forceful national radio and TV coverage. Within the past year, many advertisers have effectively supplemented TV operations with Keystone, and as TV markets increase, we believe that the trend to supplement TV schedules with Keystone will be even greater.

Keystone was established to enable advertising agencies to buy a practical "package" of small stations with a single order . . . providing a simplified method for their clients to reach this "plus" audience in the fertile "Home Town and Rural America" market. Entering its fourteenth year of operation, Keystone is proud of having shown a consistent increase in business with each succeeding year. The number of present station affiliates is now in excess of 700, and during 1953, 27 new major advertisers were added, and 79 new affiliates. These figures are evidence of satisfactory performance, and substantiate the advertisers' faith in Keystone as a medium to increase their sales and profits. And there is every indication that 1954 will be an even better, more profitable year for Keystone, its affiliates and clients.

During 1953, Keystone subscribed to Nielsen Coverage Service for its entire network, enabling us to give advertisers and their agencies the most accurate information regarding market coverage and listenership.

During the past several years, Keystone has strongly emphasized to affiliates the importance of follow-through merchandising. In 1953 this practice has proved to advertisers using Keystone, that merchandising activities done by our stations as "part of the job," have effectively increased sales of the many products advertised. Typical merchandising follow-through by Keystone stations includes such activities as personalized local mailings, distribution of displays, messages to merchants encouraging promotional tie-ins, personal calls by the station manager and staff, public demonstrations in keeping with the promotion, etc. We intend to step up even further such merchandising follow-through during the future. No set formula is used for any product; the problems of each advertiser are individually and carefully studied, worked out with the advertiser — who is most familiar with his own sales problems—giving each campaign the best possible advantage in a most practical way.

Keystone merchandising of this type is so effective primarily because the manager and personnel of our type of station is usually *personally* acquainted with all the local business men, and this personalized contact appeal brings about the desired cooperation most easily.

Keystone looks forward to another year of progress . . . helping more advertisers discover and benefit from the richness of America's "Home Town" stations, whose combination of sales producing ability and merchandising power is the sole factor in the success of the Keystone network.

In 1954, Keystone Broadcasting System — the only national transcription network — will become a medium of even greater importance to the nation's advertisers who want to reach the world's most lucrative market. We believe that the coming year will show increased coverage by currently affiliated stations, who improve facilities — and through the addition of stations in new markets not as yet covered by Keystone.

KEYSTONE BROAD

ALABAMA
WRFS Alexander City
WCTA* Andulasia
WJLD Birmingham
WEBJ Brewton
WRAG* Carrollton
WKLF Clanton
WKUL Cullman
WMSL* Decatur
WXAL Demopolis
WOOF* Dothan
WULA Eufaula
WWWF Fayette
WOWL* Florence
WGWD Gadsden
WGYV* Greenville
WGSV Guntersville
WBHP* Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC*Monroeville
WJHO Opelika
WELR Roanoke
WWWR* Russellville
WHBB* Selma
WFEB Sylacauga
WHTB Talladega
WTBF* Troy
WTBC Tuscaloosa
WTUS Tuskegee

ARIZONA
KCLS* Flagstaff
KRIZ Phoenix
KCKY Coolidge

ARKANSAS
KVRC* Arkadelphia
KBTA* Batesville
KAMD* Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KGRH Fayetteville
KXJK Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KRCH* Hot Springs
KBTM Jonesboro
KVLC Little Rock
KVMA Magnolia
KVSA McGehee
KENA* Mena
KOSE Osceola
KDRS* Paragould
KOTN Pine Bluff
KPOC* Pocahontas
KXRJ* Russellville
KWCB Searcy
KUOA* Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA
KIBS* Bishop
KBMX Coalinga
KCVR Lodi
KMBY Monterey
KSFE* Needles
KDAC Ft. Bragg
KPRL Paso Robles
KAFP Petaluma
KBLF Red Bluff
KBIF Sanger
KVEC San Luis Obispo
KSMA Santa Maria
KSPA Santa Paula
KROG*Sonora
KTKR Taft
KTUR Turlock
KVVC Ventura

CONNECTICUT
WNLK Norwalk

COLORADO
KGIW* Alamosa
KRLN Canon City
KRAI* Craig
KIUP* Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLVC* Leadville
KLMO Longmont
KUBC* Montrose
KDZA Pueblo
KVRH* Salida
KCRT* Trinidad

DELAWARE
WJWL Georgetown

FLORIDA
WTRL Bradenton
WTAN Clearwater
WKKO* Cocoa
WCNU Crestview
WBRD Fort Lauderdale
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WJVB Jacksonville Beach
WKWF Key West
WIPC* Lake Wales
WLBE* Leesburg
WNER* Live Oak
WTYS* Marianna
WWPB Miami
WTMC* Ocala
WWPF Palatka
WDLP* Panama City
WPLA Plant City
WTRR* Sanford
WKXY Sarasota
WJCM* Sebring
WTNT* Tallahassee
WEBK Tampa
WSBB New Smyrna Beach
WFOY St. Augustine

GEORGIA
WJAZ* Albany
WDEC Americus
WGAU Athens
WAUG* Augusta
WMGR* Bainbridge
WMOG Brunswick
WGRA* Cairo
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WMJM Cordele
WBLJ Dalton
WDWD* Dawson
WGLS Decatur
WDMG* Douglas
WMLT Dublin
WTJH East Point
WSGC* Elberton
WBHB* Fitzgerald
WFPM Fort Valley
WCEH Hawkinsville
WBRO Waynesboro
WGFS Covington
WGGA Gainesville
WKEU Griffin
WBGR* Jesup
WLAG La Grange
WFOM Marietta
WMVG Milledgeville
WMGA* Moultrie
WRGA Rome
WWNS* Statesboro
WSFT Thomaston
WTWA* Thomson
WLET* Toccoa
WVOP* Vidalia
WIMO Winder
WAYX* Waycross
WRLD West Point

IDAHO
KGEM Boise
KBIO* Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KSPT* Sandpoint
KLIX* Twin Falls

ILLINOIS
WOKZ Alton
WBYS Canton
WROY Carmi
WCNT Centralia
WCRA* Effingham
WEBQ* Harrisburg
WJPF Herrin
WPRC Lincoln
WSMI Litchfield
WRMN Elgin
WKID Urbana
WKAI Macomb
WMOK* Metropolis
WVMC Mt. Carmel
WVLN* Olney
WPRS Paris

INDIANA
WCBC Anderson
WBNL Boonville
WSAL Logansport
WRAY Princeton
WSLM Salem
WJCD Seymour
WJVA South Bend
WTCJ Tell City
WKAM Warsaw
WORX Madison

IOWA
KASI Ames
KJAN Atlantic
KPIG Cedar Rapids
KCOG* Centerville
KCHA Charles City
KSIB* Creston
KFMA Davenport
KFAD Fairfield
KXIC Iowa City
KWPC Muscatine
KJFJ Webster City
KEHE Cherokee
KRIB Mason City

KANSAS
KSOK Arkansas City
KARE Atchison
KCRB* Chanute
KTSW* Emporia
KIUL* Garden City
KWGB Goodland
KAYS* Hays
KWBW Hutchinson
KIND Independence
KCLO Leavenworth
KNEX McPherson
KSEK* Pittsburg
KWSK Pratt

KENTUCKY
WLBJ Bowling Green
WTCO Campbellsville
WAIN* Columbia
WCTT Corbin
WZIP Covington
WCPM Cumberland
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WKAY* Glasgow
WHLN Harlan
WKIC* Hazard
WSON Henderson
WLEX Lexington
WINN Louisville
WFMW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WPKE Pikeville
WPRT Prestonsburg
WPKY* Princeton

LOUISIANA
KTRY Bastrop
WIKC Bogalusa
KDLA* De Ridder
KCIL Houma
WIHL Hammond
KLIC Monroe
KWCJ* Natchitoches
KANE New Iberia
KREH* Oakdale
KSLO* Opelousas
KRUS Ruston

MAINE
WABM* Houlton
WRUM* Rumford

MARYLAND
WNAV Annapolis
WASA Havre de Grace
WPTX Lexington Park

MASSACHUSETTS
WVOM Brookline
WREB Holyoke

MICHIGAN
WALM Albion
WFYC Alma
WATZ* Alpena
WLEW Bad Axe
WATT* Cadillac
WATC Gaylord
WBRN Big Rapids
WMRP Flint
WHDF Houghton
WIKB* Iron River
WJMS* Ironwood
WJPD* Ishpeming
WKLA* Ludington
WMTE* Manistee
WDMJ* Marquette
WCEN Mt. Pleasant
WMUS Muskegon
WMBN* Petoskey
WHLS Port Huron
WSOO* Sault Ste. Marie
WTCM* Traverse City

MINNESOTA
KASM* Albany
KBUN* Bemidji
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
WEVE Eveleth
KBZY* Grand Rapids
CKFI International Falls
KLTF* Little Falls
KNUJ* New Ulm
KOBK Owatonna
WSHB Stillwater

MISSISSIPPI
WMPA* Aberdeen
WGCM Biloxi-Gulfport
WBIP* Booneville
WDOB Canton
WGLC *Centreville
WCLD* Cleveland
WCJU* Columbia
WCMA* Corinth
WJPR* Greenville
WGRM* Greenwood
WFOR* Hattiesburg
WMDC Hazlehurst
WKOZ Kosciusko
WAML Laurel
WAPF* McComb
WMIS* Natchez
WPMP Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO* Starkville
WQBC Vicksburg
WTUP* Tupelo
WAZF Yazoo City

MISSOURI
KGMO* Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR* Charleston
KCHI Chillicothe
KDKD Clinton
KREI Farmington
KJCF Festus
KWOS* Jefferson City
KIRX Kirksville
KNIM Maryville
KNCM Moberly
KRMO Monett
KNEM* Nevada
KWOC* Poplar Bluff
KTTR* Rolla
KSGM Ste. Genevieve
KSMO* Salem
KDRO Sedalia
KICK Springfield
KOKO Warrensburg
KWRE* Warrenton
KWPM* West Plains

MONTANA
KANA Anaconda
KBMY* Billings
KOJM* Havre
KCAP Helena
KXLO* Lewistown

NETWORK FACILITIES AS OF FEBRUARY 1, 1954

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

KPRK* Livingston
KRJF* Miles City
KIYI* Shelby
KGCX* Sidney
KLCB Libby

NEBRASKA

KCOW* Alliance
KCNI* Broken Bow
KJSK Columbus
KHAS Hastings
KGFW* Kearney
KLMS Lincoln
KBRL* McCook
KODY* North Platte
KSID* Sidney

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU* Berlin
WLNH* Laconia

NEW JERSEY

WSNJ Bridgeton

NEW MEXICO

KALG* Alamogordo
KABQ Albuquerque
KSVP Artesia
KVBC* Farmington
KGAK* Gallup
KWEW* Hobbs
KENM* Portales
KBIM Roswell
KSIL* Silver City
KCHS* Truth or Consequences
KTNM* Tucumcari

NEW YORK

WCSS Amsterdam
WMBO Auburn
WOSC Fulton
WLEA Hornell
WHUC Hudson
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY* Malone
WALL Middletown
WSLB* Ogdensburg
WIRY* Plattsburg
WNBZ* Saranac Lake
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
WBBB Burlington
WEGO Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville
WBBO Forest City
WFVG Fuquay Springs
WIAM Williamston
WOOW New Bern
WLTC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC* Jacksonville
WELS* Kinston
WEWO* Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB* Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WNNC Newton
WKBC No. Wilkesboro
WFRC Reidsville
WCBT* Roanoke Rapids
WCEC* Rocky Mount
WWGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE* Wallace
WHCC Waynesville
WHED Washington

NORTH DAKOTA

KDLR* Devils Lake
KDIX* Dickinson
KNOX* Grand Forks
KGCU Mandan
KOVC Valley City
KWBM* Williston

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJER Dover
WFOB Fostoria
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton
WWSO Springfield-Urbana
WCHO Washington Court House
WWST Wooster
WLMT Jackson
WPTW Piqua

OKLAHOMA

KADA Ada
KWHW Altus
KVSO* Ardmore
KWCO Chickasha
KRHD Duncan
KSEO* Durant
KASA* Elk City
KTAT Frederick
KTJS Hobart
KIHN* Hugo
KTMC* McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KOLS Pryor
KWSH Tri-City
KSIW* Woodward
KCLO Poteau
KBWL Blackwell

OREGON

KAST Astoria
KBKR* Baker
KBND* Bend
KASH* Eugene
KLBM* La Grande
KGAL* Lebanon
KMCM McMinnville
KSRV Ontario
KODL The Dalles
KTIL Tillamook
KWRO* Coquille

PENNSYLVANIA

WNCC Barnesboro
WISR Butler
WCDL Carbondale
WHYL Carlisle
WESA Charleroi
WBUX Doylestown
WLEU Erie
WGET Gettysburg
WHUN Huntingdon
WDAD Indiana
WAKU Latrobe
WKRZ Oil City
WPAZ Pottstown
WPAM Pottsville
WKBI St. Marys
WATS Sayre
WVSC Somerset
WMAJ State College
WAYZ Waynesboro
WLYC* Williamsport
WNOW York

RHODE ISLAND

WADK Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WACA Camden
WHAN Charleston
WGCD Chester
WELP Easley
WOLS* Florence
WFGN Gaffney
WEAB Greer
WHSC* Hartsville
WLBG Laurens
WJAY* Mullins
WMRA* Myrtle Beach
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WSNW Seneca
WFIG Sumter
WBCU Union
WBAW Barnwell

SOUTH DAKOTA

KDSJ Deadwood
KIJV* Huron
KISD Sioux Falls
KWAT* Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB* Cookeville
WAEW Crossville
WDSG* Dyersburg
WEKR* Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ* Humboldt
WDXI Jackson
WKIN Kingsport
WKXV Knoxville
WDXE* Lawrenceburg
WCOR Lebanon
WJJM Lewisburg
WGAP Maryville
WMMT McMinnville
WGNS Murfreesboro
WNAH Nashville
WOKE Oak Ridge
WTPR* Paris
WDBL Springfield
WJIG Tullahoma
WENK* Union City

TEXAS

KVLF Alpine
KBUD Athens
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC* Big Spring
KNEL* Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KDET* Center
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY* Crockett
KXIT* Dalhart
KDLK* Del Rio
KDNT Denton
KURV Edinburg
KELP El Paso
KFLD Floydada
KNAF* Fredericksburg
KGAF Gainesville
KBLP Falfurrias
KLUF Galveston
KCTI Gonzales
KGVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KLBS Houston
KSAM* Huntsville
KEBE Jacksonville
KTXJ* Jasper
KMBL Junction
KOCA Kilgore
KPET Lamesa
KVOZ* Laredo
KVOW Littlefield
KFRO Longview
KVSP Lubbock
KRBA* Lufkin
KMHT Marshall
KJBC* Midland
KORC Mineral Wells
KVKM* Monahans
KIMP* Mt. Pleasant
KOSF* Nacogdoches
KGNB New Braunfels
KRIG* Odessa
KOGT* Orange
KNET Palestine
KPAT Pampa
KFTV* Paris
KIUN* Pecos
KVOP Plainview
KBOP Pleasanton
KOLJ Quanah
KCNY San Marcos
KSEY Seymour
KEVA* Shamrock
KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTEM Temple
KTFS Texarkana
KTLW Texas City
KTBB Tyler
KVOU* Uvalde
KVWC Vernon
KVIC Victoria

UTAH

KBUH Brigham City
KVNU* Logan
KOPP Ogden
KOAL* Price
KEYY Provo
KJAM* Vernal

VERMONT

WIKE* Newport
WSYB* Rutland
WTWN* St. Johnsbury

VIRGINIA

WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WREL Lexington
WMEV Marion
WMVA Martinsville
WHYU Newport News
WNVA Norton
WSSV Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WRIS Roanoke
WHLF South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON

KXRO* Aberdeen
KPUG Bellingham
KELA Centralia
KCLX Colfax
KFDR* Grand Coulee
KWLK Longview
KSEM* Moses Lake
KGY Olympia
KONP Port Angeles
KPUY Puyallup

WEST VIRGINIA

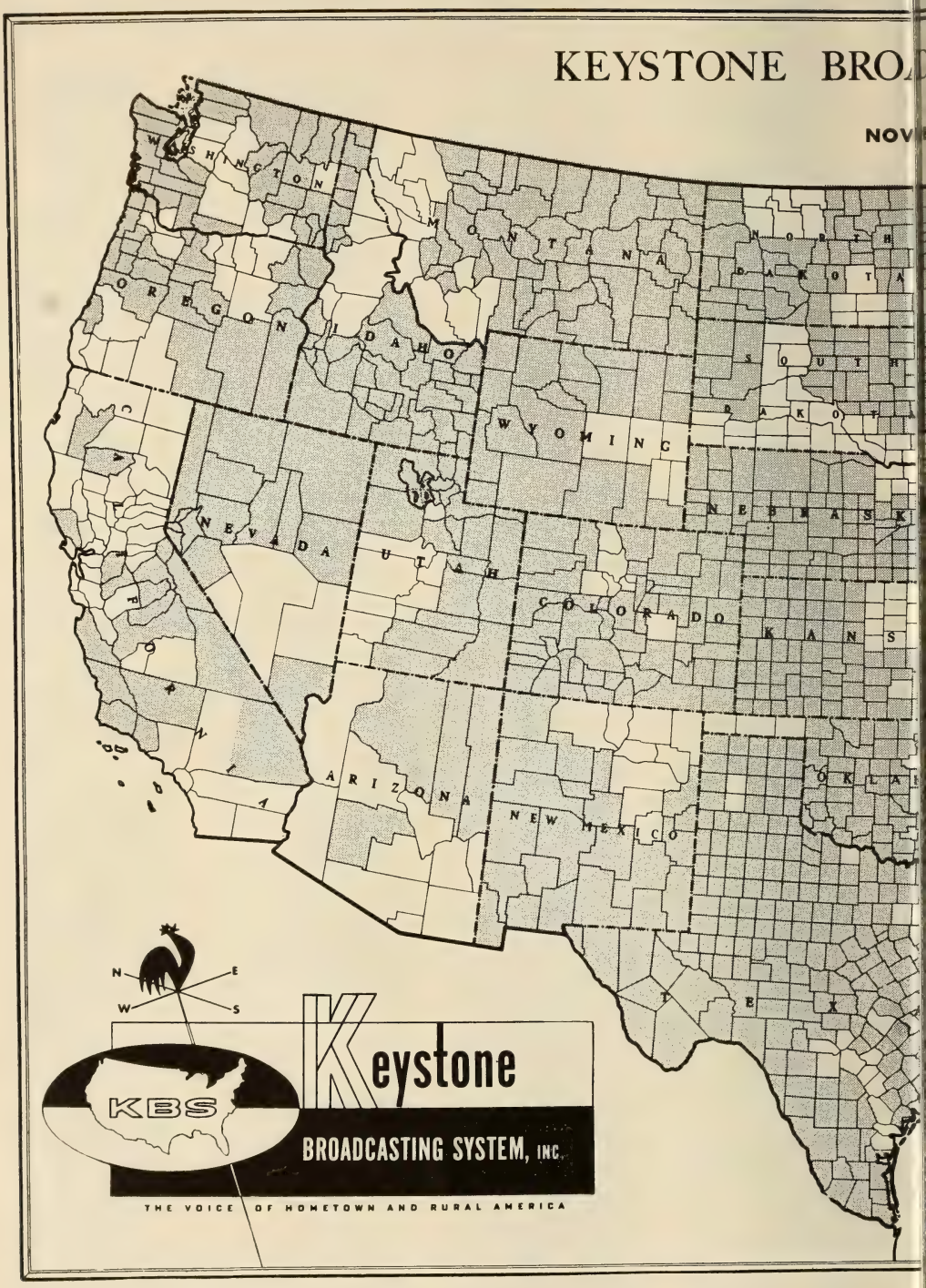
WHAR* Clarksburg
WDNE* Elkins
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WAJR Morgantown
WMOD Moundsville
WLOH Princeton
WBRW* Welch
WHAW* Weston

WISCONSIN

WATW* Ashland
WLDY* Ladysmith
WDLB* Marshfield
WIGM* Medford
WMNE Menomonie
WNAM Neenah
WPFP* Park Falls
WIBU Poynette
WRAC Racine
WOBT Rhinelander
WRCO Richland Center
WKLJ* Sparta
WOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA* Wausau

WYOMING

KVWO* Cheyenne
KLUK* Evanston
KOVE* Lander
KPOW* Powell
KRAL* Rawlins
KVRS* Rock Springs
KWYO* Sheridan


KEYSTONE BROA
NOV
WASHINGTON
MONTANA
NORTH DAKOTA
OREGON
IDAHO
SOUTH DAKOTA
WYOMING
NEBRASK
NEVADA
UTAH
COLORADO
KANS
ARIZONA
NEW MEXICO
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Keystone
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

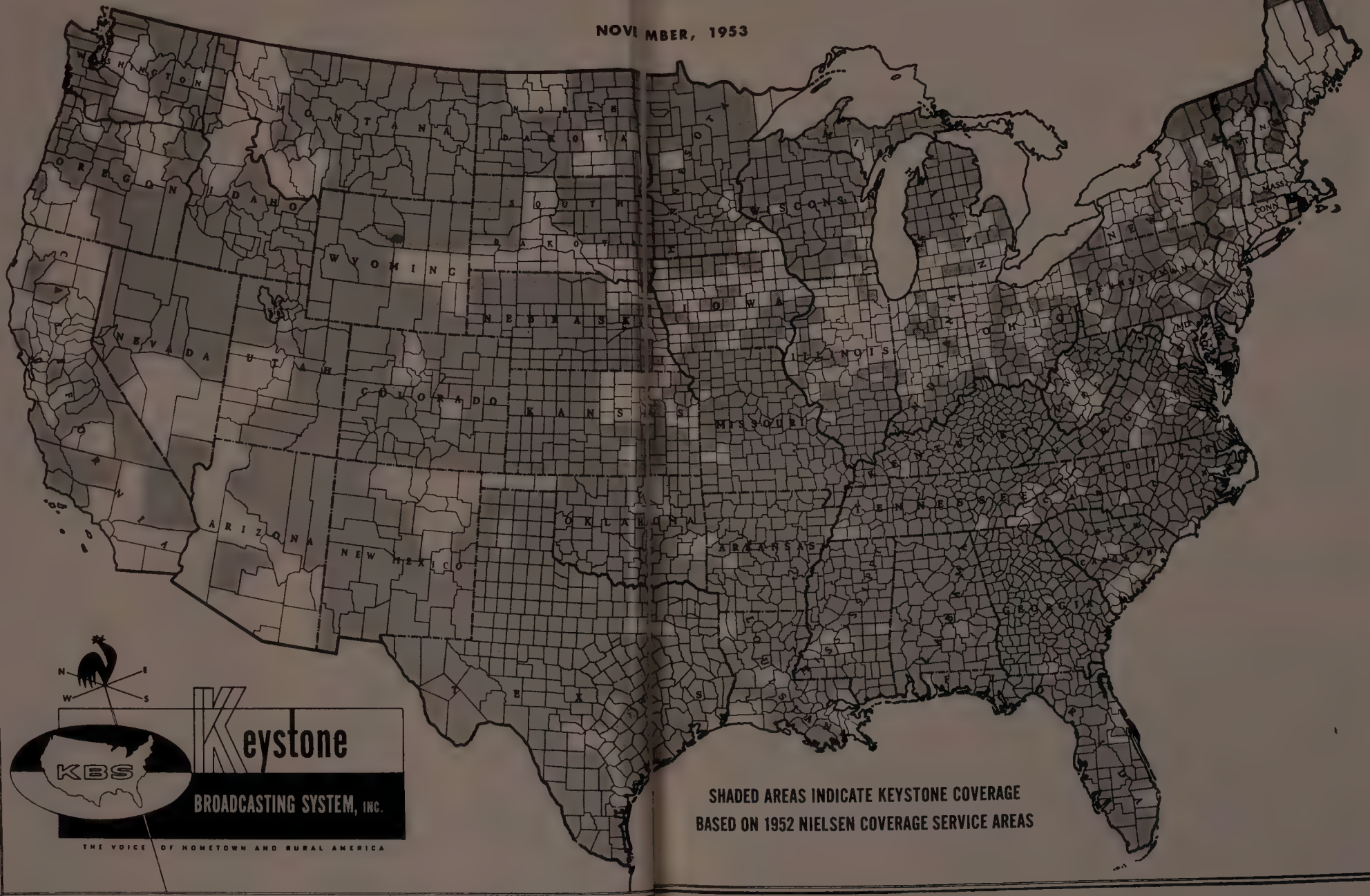
)CASTING SYSTEM

ER, 1953

SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

KEYSTONE BROADCASTING SYSTEM

NOVEMBER, 1953



KEYSTONE
BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf (Director) ..... President
Joseph Bayer (Director) ..... Vice-President
Noel A. Rhys ..... Vice-President
Edwin R. Peterson ..... Vice-President
William Bayer ..... Vice-President
Arthur Wolf (Director) ..... Secretary-Treasurer

New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys ..... Vice-President and Eastern Sales Manager
Charles A. Hammarstrom ..... Account Executive
Eve Bannier ..... Office Manager
John Scanlan ..... Research Director

Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf ..... President
Edwin R. Peterson ..... Vice-President
Arthur Wolf ..... Secretary-Treasurer
Paul Kolar ..... Comptroller
Blanche Stein ..... Director of Station Relations
Kay Krause ..... Traffic Manager
Jane McFadgen ..... Program Director

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUnkirk 3-2910

William Bayer ..... Vice-President
Henry G. Eschen ..... Account Executive

San Francisco

57 Post Street

Phone: SUtter 1-7440

Don Kerwin ..... Account Executive

SERVICES OFFERED: The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KBS makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary area of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,563,850.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

REGIONAL NETWORKS

☆

Alaska Broadcasting System

(Affiliated with CBS)
830 Securities Building, Seattle 1, Wash.
Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Chas. Mohler, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, W. R. Nichols, Station Mgr.; Station KINY, Box 1091, Juneau, Alaska, Dick Peter, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Dorothy Bussanich, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Jim Lawson, Station Mgr.; Station KIFW, Box 699, Sitka, Ataska, Wm. Maynard, Station Mgr.; Alaska Radio Sales, 17 East 42nd St., New York 17, N. Y., MUrray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Willis Harpel, 3256 Barham Blvd., Hollywood 28, Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Comm. Manager.....J. D. Allison
Chief Engineer.....Ira G. Mercer

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)
1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Director .....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Mgr., owner.....Ario Woolery
KYMA Manager.....William L. Lindsey
KCLS Manager.....Charles J. Saunders

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma; Station KCLS, 110 W. Birch St., Flagstaff.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff.

Arrowhead Network

WEBC Building, Duluth 2, Minn.
Phone: Melrose 2873

PERSONNEL

General Manager.....Walter C. Bridges
Natl. Sales Mgr.....Harry Hyett

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290

PERSONNEL

General Manager.....Dick Sampson

STATIONS

KPRO, Riverside; KPOR, San Bernardino; KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. .....Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Northern Group

Radio Station KSYC, Yreka, Calif.
Phone: 624

PERSONNEL

Manager .....Jack A. Mitchell (KSYC)

STATIONS

KBLF, Red Bluff; KSUE, Susanville; KSYC, Yreka.

CDC Tri-State Network

800 Broadway, Cincinnati, Ohio
Phone: GArfield 1331

PERSONNEL

WKRC-TV General Mgr.....U. A. Latham
WHIO-TV General Mgr.....Robert Moody
WTVN General Mgr.....J. W. McGough
CDC Coordinator.....Don L. Chapin

STATIONS

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California
Phone: Hollywood 9-1212

PERSONNEL

Manager .....William D. Shaw
Gen. Sales Mgr.....Bert West
Asst. Sales Manager.....Thomas Swafford
Sales Promotion Mgr.....James W. Frost
Program Director.....Robert P. Sutton
News Director .....Jack Beck
Public Affairs Director.....David Showalter
Chief Engineer .....Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Henry Flynn, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000. Jack Donahue, Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg., Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales, 410 North Michigan Ave., Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, G. E. Hurst, Sales Mgr.; Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif., KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-1212

General Manager.....J. T. Aubrey, Jr.
Sales Manager.....Edmund C. Bunker
News Director .....Frank La Tourette
Business Manager.....Harry W. Zipper

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KIEM-TV, Eureka, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Montana; KOPR-TV, Butte, Montana; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii.

Columbine Network

Security Life Bldg., Denver, Colo.
Phone: Main 4161

PERSONNEL

General Manager .....Albert G. Meyer
Sales Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President.....Richard K. Blackburn

STATIONS

WNAB, Bridgeport; WNHC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WTHT, Hartford; WHAY, New Britain.

Dairyland Network

307 W. Sixth St., Willmar, Minn.

STATIONS

KWLM, Wilmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-2133

PERSONNEL

President ..... Willet H. Brown
Exec. Vice-Pres. ..... Ward D. Ingrim
Sec.-Treas. ..... A. M. Quinn
Vice-Pres. in Charge Sales ..... Norman Boggs
Vice-Pres. Station Relations .... Norman Ostby
Dir. of Operations ..... A. J. LaFrano
Nat. Adv. Mgr. ..... Arthur M. Mortensen
KHJ Sales Manager ..... Terry Mann
Dir. Public Relations ..... Bud Coulson
Promotion Director ..... Robert Light
News & Special Events ..... Les Mawhinney
Chief Engineer ..... Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres.; 380 Madison Ave., New York, N. Y., James Richards, Eastern Sales Mgr.; National Reps., H-R Representatives: New York, Chicago, San Francisco.

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVL, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KVEN, Ventura, Calif.; KWIN, Ashland, Ore.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: CIrcle 5-7979

PERSONNEL

Chairman ..... Pat Stanton
President ..... Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Philadelphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD, Homestead, Pa.; KSAN, San Francisco, Cal.; WSRS, Cleveland, O.; WACE, Springfield, Mass.; WOV, New York City.

Georgia Associations of Local Stations

Box 66, Atlanta, Ga.

PERSONNEL

Sales Director ..... Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President ..... W. J. Barkley
Treasurer ..... William Rust, Jr.
Manager ..... Ralph Gottlieb

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSA, Brattleboro, Vt.; WGAW, Gardiner, Mass.

Grass Roots Network

412½ Court St., Muskogee, Okla.
Phone: 656

PERSONNEL

President ..... Jimmie Barry
Secy.-Treas. ..... James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

President ..... M. M. Marget
Vice-President ..... John Cooley
Sec.-Treas. ..... M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU,

Mandan, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'cstng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL

President.....Guy P. Gannett
Vice-President.....Laurence H. Stubbs
V.-P., Gen. Mgr.....Creighton E. Gatchell
Sales Manager.....Richard E. Bates

STATION

WGAN, Portland.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige
Eng. Director.....W. D'Orr Cozzens
Chairman of Board.....George C. Hatch

STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KRFJ, Miles City, Motn.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFL, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KSVC, Richfield, Utah; KALL, Salt Lake City, Utah; KSPR, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KJAM, Vernal, Utah; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)
1024 Life of America Bldg., Dallas 1, Tex.
Phone: LAkeside 1041

PERSONNEL

President.....Harold V. Hough
Vice-President .....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager .....Fred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656, Edward E. Guernsey; 175 Water St., Phone: 3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President .....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

(Station Listing not available at press time.)

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: NAtional 8-5308

Natl. Representative.....Richard O'Connell

STATIONS

WPIK, Alexandria; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WUST, Bethesda, Maryland.

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

President .....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Robert Baldrica

STATIONS

WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager .....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr. ..... Withers Gavin

STATIONS

WCOC, Meridian; WJQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 5-0801

DIRECTORS

Chairman ..... Paul W. Morency
Directors ..... Joseph E. Baudino, John J. Boyle, William H. Hines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

Northwest Network

3415 University Ave., St. Paul W 14, Minn.
Phone: PRior 2717

PERSONNEL

General Manager ..... Stanley E. Hubbard
Treasurer ..... Kenneth M. Hance
Nat. Sales Mgr. ..... Karl A. Plain

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Oklahoma Network

Box 642, Ada, Okla.

PERSONNEL

President ..... Bill Hoover (KADA)
Representative ..... O. L. Taylor Co.

STATIONS

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton; KWSH, Tri-City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President ..... Wilton E. Hall
General Manager ..... Glenn P. Warnock
Production Manager ..... Jimmy Scribner
National Sales Mgr. ..... G. P. Browne
Promotion Director ..... V. Barath
Regional Sales ..... John F. McCallum

BRANCH OFFICES

504 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841

Executive ..... C. J. Cosse

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WBGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGA, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager ..... Kenneth W. Stowman

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WGBI, Scranton; WILK, Wilkes-Barre; WHGB, port; WVAM, Altoona; WARD, Johnstown; Castle; WKBZ, Oil City; WBVP, Beaver Falls, Pa.; WCED, DuBois, Pa.; WGET, Gettysburg, Pa.; WDAD, Indiana, Pa.; WMRF, Lewistown, Pa.; WFIL, Philadelphia, Pa.; WPPA, Pottsville, Pa.; WMAJ, State College, Pa.

Rocky Mountain Broadcasting System

179 Television Center, Salt Lake City 1, Utah
Phone: 22-2505

PERSONNEL

President & Gen. Mgr. ..... Frank C. Carman
Vice-Pres. & Sales Mgr. ..... John Schile

STATIONS

KVTV, Salt Lake City, Utah; KOPR-TV, Butte, Mont.; KFBC-TV, Cheyenne, Wyo.; KWIK-TV, Pocatello, Idaho; KLIX-TV, Twin Falls, Idaho; KMON-TV, Great Falls, Mont.; KLAS-TV, Las Vegas, Nev.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

President.....C. L. Dickinson
General Manager.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Director.....M. N. Knapp
Farm Director.....R. B. Child
Chief Engineer.....T. R. Humphrey
Controller.....G. B. Holland, Jr.

STATIONS

WRRA, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, DeRuyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRC, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNY, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WQAN, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager .....J. Robert Gulick
Technical Dir. .....J. E. Mathiot
Nat'l Representative....Robert Meeker Assoc.

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEY-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President.....Dietrich Dirks (KCOM)
Vice-President.....Ed Breen (KVFD)
Vice-President.....G. J. Volger (KWPC)
Secretary.....Wm. P. White (KFJB)

STATIONS

..KPIG, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein; KXIC, Iowa City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

KRLD, Dallas; KABC, San Antonio; KTRH, Houston, Texas.

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.
Phone: 11

Network Manager.....Ed Holmes

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

Representative .....Alex Keese

(KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell. WBAP, Ft. Worth, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KCBD, Lubbock, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager .....Dale Drake
Traffic Manager.....Forrest W. Clough
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
Raleigh, N. C.
Phone: 8885

PERSONNEL

President.....Lester L. Gould
Vice-President .....Fred Fletcher

Secretary-Treasurer .....Allen Jones
General Manager... Kenneth C. Wilson
Office Manager .....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldsboro, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healey

STATIONS

WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WHUC, Hudson; WEAV, Plattsburg; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WSYB, Rutland; WJOY, Burlington, Vt.; WKNE, Keene, N. H.; WGAT, Utica, N. Y.

Upper Midwest Broadcasting System

1687 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Geneva 9631

PERSONNEL

President .....Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Benadii; KLIZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; KGDE, Fergus Falls; CKFL, International Falls; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX, Grand Forks; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCX, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKD, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBIZ, Eau Claire; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WLIN, Merrill; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBE, De Kalb, all in Illinois; KXGN, Glendive and KGCK, Sidney, both in Montana; KBMW, Wahpeton-Breckenbridge, N. D.; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; KBZY, Grand Rapids, Minn.; WSHB, Stillwater, Minn.

West Texas Packaged Stations

(Address any Station)

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President .....Earl Huth

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

General Manager.....Wm. C. Grove
Commercial Manager.....C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

Executive Vice-Pres. & Gen. Mgr.
Linus Travers
Vice-President .....George Steffy
Sales, Prom. Manger.....Tom Bateson
Traffic .....Dick Black
News .....L. Bickford
Program Manager.....Jack Maloy

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell-Lawrence, Mass.; WNBH, New Bedford, Mass.; WOCB, Hyannis, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WORC, Worcester, Mass.; WMAS, Springfield, Mass.

ESTIMATED FAMILIES FOR 1954

STATE	Population Feb. 1, 1954 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,184,000	791,000	655,000	280,500	89
ARIZONA	816,000	296,000	277,000	108,000	29
ARKANSAS	2,000,000	580,000	487,000	102,000	51
CALIFORNIA	12,479,000	4,300,000	4,223,000	2,846,500	145
COLORADO	1,558,000	461,000	446,000	199,500	33
CONNECTICUT	2,097,000	639,000	630,000	485,000	26
DELAWARE	324,000	91,000	87,000	76,000	7
DISTRICT OF COLUMBIA	834,000	271,000	262,000	201,500	7
FLORIDA	3,192,000	1,041,000	905,000	397,500	80
GEORGIA	3,890,000	963,000	802,000	392,500	85
IDAHO	600,000	180,000	176,000	27,500	24
ILLINOIS	9,273,000	2,858,000	2,787,000	1,962,000	81
INDIANA	4,252,000	1,350,000	1,303,000	830,000	48
IOWA	2,647,000	872,000	847,000	422,000	50
KANSAS	1,943,000	583,000	554,000	215,500	40
KENTUCKY	3,004,000	770,000	684,000	359,500	50
LOUISIANA	2,738,000	715,000	602,000	281,500	49
MAINE	922,000	287,000	273,000	69,000	16
MARYLAND	2,366,000	640,000	612,000	601,500	27
MASSACHUSETTS	4,738,000	1,425,000	1,409,000	1,190,500	51
MICHIGAN	6,700,000	1,920,000	1,916,000	1,427,500	70
MINNESOTA	3,127,000	940,000	917,000	439,000	47
MISSISSIPPI	2,200,000	580,000	463,000	120,000	51
MISSOURI	4,034,000	1,215,000	1,146,000	681,500	61
MONTANA	597,000	181,000	176,000	10,500	25
NEBRASKA	1,353,000	426,000	408,000	181,500	25
NEVADA	176,000	66,000	64,000	12,500	10
NEW HAMPSHIRE	554,000	160,000	155,000	86,500	12
NEW JERSEY	5,228,000	1,547,000	1,493,000	1,375,000	20
NEW MEXICO	760,000	195,000	181,000	51,000	29
NEW YORK	15,872,000	4,771,000	4,618,000	3,912,000	99
NORTH CAROLINA	4,224,000	1,130,000	984,000	398,000	107
NORTH DAKOTA	626,000	169,000	164,000	13,500	13
OHIO	8,385,000	2,499,000	2,435,000	2,017,500	78
OKLAHOMA	2,280,000	650,000	582,000	320,000	46
OREGON	1,854,000	620,000	604,000	187,000	47
PENNSYLVANIA	11,223,000	3,145,600	3,001,000	2,375,000	117
RHODE ISLAND	816,000	303,000	299,000	230,000	11
SOUTH CAROLINA	2,181,000	530,000	441,000	195,000	51
SOUTH DAKOTA	666,000	231,000	221,000	18,500	14
TENNESSEE	3,424,000	884,000	768,000	391,000	65
TEXAS	8,986,000	2,793,000	2,463,000	1,129,000	191
UTAH	724,000	247,000	242,000	121,000	18
VERMONT	386,000	110,000	106,000	26,500	11
VIRGINIA	3,452,000	830,000	738,000	512,000	63
WASHINGTON	2,814,000	987,000	965,000	411,500	54
WEST VIRGINIA	2,086,000	502,000	461,000	233,500	41
WISCONSIN	3,607,000	1,063,000	1,037,000	568,500	65
WYOMING	308,000	93,000	90,000	7,500	16
TOTAL	**161,500,000**	**47,900,000**	**45,159,000**	**28,500,000**	**2,444**

Amplitude Modulation Stations—AM

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U. S. STATION INDEX

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STATIONS ALPHABETICALLY LISTED BY STATES — CITIES

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KEY PERSONNEL

IT WORKS

Every season... every month... every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
in the United States.

WOR — *New York*

Key station of the Mutual Broadcasting System

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KDHL — Faribault, Minn. 463
KDIA — Auburn, Calif. 337
KDIX — Dickinson, N. D. 532
KDKA — Pittsburgh, Pa. 574
KDKD — Clinton, Mo. 473
KDLA — DeRidder, La. 433
KDLK — Del Rio, Tex. 604
KDLM — Detroit Lakes, Minn. 463
KDLR — Devils Lake, N. D. 532
KDMA — Montevideo, Minn. 465
KDMO — Carthage, Mo. 473
KDMS — El Dorado, Ark. 330
KDNT — Denton, Tex. 604
KDON — Salinas, Calif. 349
KDRO — Sedalia, Mo. 479
KDRS — Paragould, Ark. 334
KDSH — Boise, Idaho 394
KDSJ — Deadwood, S. D. 588
KDSX — Denison, Tex. 604
KDTH — Dubuque, Ia. 417
KDUZ — Hutchinson, Minn. 464
KDWT — Stamford, Tex. 618
KDYL — Salt Lake City, Utah 622
KDZA — Pueblo, Colo. 363
KEAN — Brownwood, Tex. 601
KEAR — San Mateo, Calif. 355
KEBE — Jacksonville, Tex. 610
KECC — Pittsburgh, Calif. 348
KECK — Odessa, Tex. 613
KEEN — San Jose, Calif. 355
KEEP — Twin Falls, Idaho 396
KELA — Centralia-Chehalis, Wash. 634
KELD — El Dorado, Ark. 331
KELK — Elko, Nev. 486
KELO — Sioux Falls, S. D. 589
KELP — El Paso, Tex. 605
KELY — Ely, Nev. 486
KENA — Mena, Ark. 333
KENI — Anchorage, Alaska 655
KENM — Portales, N. M. 494
KENO — Las Vegas, Nev. 486
KENT — Shreveport, La. 436
KEPO — El Paso, Tex. 605
KERB — Kermit, Tex. 610
KERC — Eastland, Tex. 604
KERG — Eugene, Ore. 554
KERN — Bakersfield, Calif. 337
KERO — Bakersfield, Calif. 337
KERV — Kerrville, Tex. 610
KEUN — Eunice, La. 433
KEVA — Shamrock, Tex. 617
KEVT — Tucson, Ariz. 328
KEX — Portland, Ore. 558
KEXO — Grand Junction, Colo. 361
KEXX — San Antonio, Tex. 616
KEYD — Minneapolis, Minn. 464
KEYE — Perrytown, Tex. 614
KEYS — Corpus Christie, Tex. 602
KEYY — Provo, Utah 622
KFAB — Omaha, Neb. 485
KFAC — Los Angeles, Calif. 342
KFAD — Fairfield, Ia. 417
KFAL — Fulton, Mo. 474
KFAM — St. Cloud, Minn. 466
KFAR — Fairbanks, Alaska 655
KFBB — Great Falls, Mont. 481
KFBC — Cheyenne, Wyo. 653
KFBI — Wichita, Kan. 425
KFBK — Sacramento, Calif. 348
KFDA — Amarillo, Tex. 598
KFDM — Beaumont, Tex. 600
KFDR — Grand Coulee, Wash. 634
KFDX — Wichita Falls, Tex. 620
KFEL — Denver, Colo. 360
KFEQ — St. Joseph, Mo. 477
KFFA — Helena, Ark. 331
KFGO — Fargo, N. D. 532
KFGT — Fremont, Neb. 483
KFH — Wichita, Kan. 425
KFI — Los Angeles, Calif. 342
KFIR — North Bend, Ore. 557
KFIZ — Fon du Lac, Wis. 646
KFJB — Marshalltown, Ia. 418
KFJI — Klamath Falls, Ore. 555
KFJZ — Fort Worth, Tex. 607
KFKA — Greeley, Colo. 361
KFLD — Floydada, Tex. 605
KFLW — Klamath Falls, Ore. 555
KFMA — Davenport, Iowa 416
KFMB — San Diego, Calif. 350
KFMJ — Tulsa, Okla. 552
KFMO — Flat River, Mo. 474
KFNF — Shenandoah, Ia. 419
KFOR — Lincoln, Neb. 484
KFOX — Long Beach, Calif. 342
KFPW — Fort Smith, Ark. 331
KFQD — Anchorage, Alaska 655
KFRB — Fairbanks, Alaska 655
KFRC — San Francisco, Calif. 352
KFRD — Rosenberg, Tex. 615
KFRE — Fresno, Calif. 341
KFRM — Concordia, Kan. 421
KFRO — Longview, Tex. 611
KFRU — Columbia, Mo. 473
KFSA — Fort Smith, Ark. 331
KFSB — Joplin, Mo. 475
KFSD — San Diego, Calif. 350
KFTM — Fort Morgan, Colo. 361
KFTV — Paris, Tex. 614
KFUN — Las Vegas, N. M. 494
KFVD — Los Angeles, Calif. 343
KFVS — Cape Girardeau, Mo. 473
KFWB — Hollywood, Calif. 341

KFXD — Nampa, Idaho 395
KFXJ — Grand Junction, Colo. 361
KFXM — San Bernardino, Calif. 349
KFYN — Bonham, Tex. 601
KFYO — Lubbock, Tex. 611
KFYR — Bismarck, N. D. 532
KGA — Spokane, Wash. 637
KGAE — Salem, Ore. 559
KGAF — Gainesville, Tex. 607
KGAK — Gallup, N. M. 493
KGAL — Lebanon, Ore. 555
KGAN — Kingman, Ariz. 327
KGAR — Garden City, Kan. 422
KGB — San Diego, Calif. 350
KGBC — Galveston, Tex. 607
KGBS — San Antonio, Tex. 615
KGBT — Harlingen, Tex. 608
KGBX — Springfield, Mo. 479
KGCU — Mandan, N. D. 533
KGCX — Sidney, Mont. 483
KGDE — Fergus Falls, Minn. 463
KGDM — Stockton, Calif. 357
KGEK — Sterling, Colo. 363
KGEM — Boise, Idaho 394
KGER — Long Beach, Calif. 342
KGEZ — Kalispell, Mont. 482
KGFF — Shawnee, Okla. 551
KGFJ — Hollywood, Calif. 342
KGFL — Roswell, N. M. 494
KGFW — Kearney, Neb. 484
KGFX — Pierre, S. D. 589
KGGF — Coffeyville, Kan. 421
KGGM — Albuquerque, N. M. 492
KGHF — Pueblo, Colo. 363
KGHI — Little Rock, Ark. 332
KGHL — Billings, Mont. 480
KGIB — Bremerton, Wash. 634
KGIL — San Fernando, Calif. 351
KGIW — Alamosa, Colo. 359
KGKB — Tyler, Tex. 619
KGKL — San Angelo, Tex. 615
KGKO — Dallas, Tex. 603
KGLC — Miami, Okla. 550
KGLN — Glenwood Springs, Colo. 361
KGLO — Mason City, Ia. 418
KGLU — Safford, Ariz. 328
KGMB — Honolulu, Hawaii 657
KGMC — Englewood, Colo. 361
KGMO — Cape Girardeau 473
KGMS — Sacremento, Calif. 348
KGNB — New Braunfels, Tex. 613
KGNC — Amarillo, Tex. 598
KGNO — Dodge City, Kan. 421
KGO — San Francisco, Calif. 352
KGON — Oregon City-Portland, Ore. 557
KGOS — Torrington, Wyo. 654
KGPH — Flagstaff, Ariz. 327
KGRH — Fayetteville, Ark. 331
KGRI — Henderson, Tex. 608
KGST — Fresno, Calif. 341
KGU — Honolulu, Hawaii 657
KGVL — Greenville, Tex. 608
KGVO — Missoula, Mont. 482
KGW — Portland, Ore. 557
KGWA — Enid, Okla. 549
KGY — Olympia, Wash. 635
KGYN — Guymon, Okla. 549
KGYW — Vallejo, Calif. 358
KHAS — Hastings, Neb. 484
KHBC — Hilo, Hawaii 656
KHBG — Okmulgee, Okla. 551
KHBR — Hillsboro, Tex. 608
KHJ — Los Angeles, Calif. 343
KHMO — Hannibal, Mo. 474
KHON — Honolulu, Hawaii 657
KHOZ — Harrison, Ark. 331
KHQ — Spokane, Wash. 637
KHSL — Chico, Calif. 339
KHUB — Watsonville, Calif. 359
KHUM — Eureka, Calif. 340
KHUZ — Borger, Tex. 601
KIBE — Palo Alto, Calif. 347
KIBH — Seward, Alaska 656
KIBL — Beeville, Tex. 600
KIBS—Bishop, Calif. 339
KICA — Clovis, N. M. 493
KICD — Spencer, Ia. 419
KICK — Springfield, Mo. 479
KICO — Calexico, Calif. 339
KID — Idaho Falls, Idaho 394
KIDO — Boise, Idaho 394
KIEM — Eureka, Calif. 340
KIEV — Glendale, Calif. 341
KIEW — Sitka, Alaska 656
KIFI — Idaho Falls, Idaho 395
KIFN — Phoenix, Ariz. 327
KIHN — Hugo, Okla. 549
KIHO — Sioux Falls, S. D. 589
KIHR — Hood River, Ore. 555
KIJV — Huron, S. D. 589
KIKI — Honolulu, Hawaii 657
KILA — Hilo, Hawaii 656
KILO — Grand Forks, N. D. 532
KIMA — Yakima, Wash. 639
KIMO — Independence, Mo. 474
KIMP — Mount Pleasant, Tex. 613
KIND — Independence, Kan. 423
KINE — Kingsville, Tex. 610
KING — Seattle, Wash. 636
KINY — Juneau, Alaska 655
KIOA — Des Moines, Iowa 416
KIOX — Bay City, Tex. 599
KIPA — Hilo, Hawaii 657
KIRO — Seattle, Wash. 636
KIRX — Kirksville, Mo. 476
KISD — Sioux Falls, S. D. 589
KIST — Santa Barbara, Calif. 356
KIT — Yakima, Wash. 639
KITE — San Antonio, Tex. 616
KITO — San Bernardino, Calif. 349
KIUL — Garden City, Kan. 422
KIUN — Pecos, Tex. 614
KIUP — Durango, Colo. 361
KIVY — Crockett, Tex. 603
KIWW — San Antonio, Tex. 616
KIXL — Dallas, Tex. 603
KIYI — Shelby, Mont. 483
KJAM — Vernal, Utah 623
KJAN — Atlantic, Iowa 414
KJAY — Topeka, Kan. 424
KJBC — Midland, Tex. 612
KJBS — San Francisco, Calif. 352
KJCF — Festus, Mo. 474
KJCK — Junction City, Kan. 423
KJEF — Jennings, La. 433
KJFJ — Webster City, Ia. 420
KJIM — Beaumont, Tex. 600
KJNO — Juneau, Alaska 655
KJR — Seattle, Wash. 637
KJRG — Newton, Kan. 423
KJRL — Pocatello, Idaho 395
KJSK — Columbus, Neb. 483
KJUN — Redmond, Ore. 559
KLAC — Hollywood, Calif. 342
KLAN — Renton, Wash. 636
KLAS — Las Vegas, Nev. 486
KLBM — La Grande, Ore. 555
KLBS — Houston, Tex. 609

KLCB — Libby, Mont. 482
KLCN — Blytheville, Ark. 330
KLEA — Lovington, N. M. 494
KLER — Lewiston, Idaho 395
KLFY — LaFayette, La. 433
KLIC — Monroe, La. 434
KLIF — Dallas, Tex. 603
KLIK — Jefferson City, Mo. 475
KLIL — Esterville, Ia. 417
KLIQ — Portland, Ore. 558
KLIR — Denver, Colo. 360
KLIX — Twin Falls, Idaho 396
KLIZ — Brainerd, Minn. 462
KLKC — Parsons, Kan. 424
KLMO — Longmont, Colo. 363
KLMR — Lamar, Colo. 362
KLMS — Lincoln, Neb. 484
KLMX — Clayton, N. M. 493
KLO — Ogden, Utah 621
KLOG — Kelso, Wash. 634
KLOK — San Jose, Calif. 355
KLOU — Lake Charles, La. 434
KLPM — Minot, N. D. 533
KLPR — Oklahoma City, Okla. 550
KLRA — Little Rock, Ark. 332
KLTF — Little Falls, Minn. 464
KLTI — Longview, Tex. 611
KLUF — Galveston, Tex. 608
KLUK — Evanston, Wyo. 653
KLVC — Leadville, Colo. 362
KLVL — Pasadena, Tex. 614
KLVT — Levelland, Tex. 611
KLWN — Lawrence, Kan. 423
KLWT — Lebanon, Mo. 476
KLX — Oakland, Calif. 346
KLYN — Amarillo, Tex. 598
KLZ — Denver, Colo. 360
KMA — Shenandoah, Ia. 419
KMAC — San Antonio, Tex. 616
KMAE — McKinney, Tex. 612
KMAK — Fresno, Calif. 341
KMAN — Manhattan, Kan. 423
KMBC — Kansas City, Mo. 475
KMBL — Junction, Tex. 610
KMBY — Monterey, Calif. 346
KMCM — McMinnville, Ore. 555
KMCO — Conroe, Texas 602
KMED — Medford, Ore. 555
KMHL — Marshall, Minn. 464
KMHT — Marshall, Tex. 612
KMJ — Fresno, Calif. 341
KMLB — Monroe, La. 434
KMLW — Marlin, Tex. 612
KMMJ — Grand Island, Neb. 483
KMMO — Marshall, Mo. 476
KMO — Tacoma, Wash. 638
KMOD — Modesto, Calif. 346
KMON — Great Falls, Mont. 481
KMOR — Oroville, Calif. 347
KMOX — St. Louis, Mo. 478
KMPC — Los Angeles, Calif. 343
KMUR — Murray, Utah 621
KMUS — Muskogee, Okla. 550
KMVI — Wailuku-Maui, Hawaii 659
KMYC — Marysville, Calif. 345
KMYR — Denver, Colo. 360
KNAF — Fredericksburg, Tex. 607
KNAK — Salt Lake City, Utah 622
KNAL — Victoria, Tex. 619
KNBC — San Francisco, Calif. 352
KNBR — North Platte, Neb. 485
KNBY — Newport, Ark. 334
KNCM — Moberly, Mo. 477
KNEA — Jonesoro, Ark. 332
KNEB — Scottsbluff, Neb. 486
KNED — McAlester, Okla. 550
KNEL — Brady, Tex. 601
KNEM — Nevada, Mo. 477
KNET — Palestine, Tex. 614
KNEW — Spokane, Wash. 638
KNEX — McPherson, Kan. 423
KNGS — Hanford, Calif. 341
KNIM — Maryville, Mo. 476
KNOE — Monroe, La. 434
KNOG — Nogales, Ariz. 327
KNOR — Norman, Okla. 550
KNOW — Austin, Tex. 599
KNOX — Grand Forks, N. D. 532
KNPT — Newport, Ore. 557
KNUJ — New Ulm, Minn. 465
KNUZ — Houston, Tex. 609
KNX — Los Angeles, Calif. 345
KOA — Denver, Colo. 360
KOAL — Price, Utah 621
KOAM — Pittsburg, Kan. 424
KOAT — Albuquerque, N. M. 492
KOB — Albuquerque, N. M. 493
KOBE — Las Cruces, N. M. 494
KOBK — Owatonna, Minn. 465
KOCA — Kilgore, Tex. 610
KOCO — Salem, Ore. 559
KOCS — Ontario, Calif. 347
KOCY — Oklahoma City, Okla. 550
KODI — Cody, Wyo. 653
KODL — The Dalles, Ore. 554
KODY — North Platte, Neb. 485
KOEL — Oelwein, Ia. 418
KOFE — Pullman, Wash. 636
KOFO — Ottawa, Kan. 424
KOGT — Orange, Tex. 614
KOH — Reno, Nev. 487
KOIL — Omaha, Neb. 485
KOIN — Portland, Ore. 558
KOJM — Havre, Mont. 481
KOKO — Warrensburg, Mo. 479
KOKX — Keokuk, Ia. 418
KOL — Seattle, Wash. 637
KOLD — Yuma, Ariz. 329
KOLE — Port Arthur, Tex. 615
KOLJ — Quanah, Tex. 615
KOLN — Lincoln, Neb. 484
KOLO — Reno, Nev. 487
KOLS — Pryor, Okla. 551
KOLT — Scottsbluff, Neb. 486
KOMA — Oklahoma City, Okla. 550
KOME — Tulsa, Okla. 552
KOMO — Seattle, Wash. 637
KOMW — Omak, Wash. 635
KONG — Visalia, Calif. 358
KONO — San Antonio, Tex. 616
KONP — Port Angeles, Wash. 636
KOOK — Billings, Mont. 480
KOOL — Phoenix, Ariz. 327
KOOS — Coos Bay, Ore. 553
KOPO — Tucson, Ariz. 329
KOPP — Ogden, Utah 621
KOPR — Butte, Mont. 481
KORA — Bryan, Tex. 601
KORC — Mineral Wells, Tex. 613
KORE — Eugene, Ore. 554
KORK — Las Vegas, Nev. 487
KORN — Mitchell, S. D. 589
KOSA — Odessa, Tex. 613
KOSE — Osceola, Ark. 334
KOSF — Nacogdoches, Tex. 613
KOSY — Texarkana, Ark. 335
KOTA — Rapid City, S. D. 589
KOTN — Pine Bluff, Ark. 334

KOVC — Valley City, N. D. 533
KOVE — Lander, Wyo. 653
KOVO — Provo, Utah 622
KOWB — Laramie, Wyo. 654
KOWH — Omaha, Neb. 485
KOWL — Santa Monica, Calif. 357
KOY — Phoenix, Ariz. 327
KPAC — Port Arthur, Tex. 615
KPAM — Portland, Ore. 558
KPAN — Hereford, Tex. 608
KPAS — Banning, Calif. 339
KPAT — Pampa, Tex. 614
KPBM — Carlsbad, N. M. 493
KPDN — Pampa, Tex. 614
KPDQ — Portland, Oreg. 558
KPET — Lamesa, Tex. 610
KPHO — Phoenix, Ariz. 328
KPIG — Cedar Rapids, Iowa 415
KPKW — Pasco, Wash. 635
KPLC — Lake Charles, La. 434
KPLN — Camden, Ark. 330
KPLT — Paris, Tex. 614
KPMC — Bakersfield, Calif. 337
KPMO — Pomona, Calif. 348
KPOA — Honolulu, Hawaii 657
KPOC — Pocahontas, Ark. 334
KPOJ — Portland, Ore. 558
KPOL — Los Angeles, Calif. 343
KPOW — Powell, Wyo. 654
KPQ — Wenatchee, Wash. 639
KPRC — Houston, Tex. 609
KPRK — Livingston, Mont. 482
KPRL — Paso Robles, Calif. 347
KPRO — Riverside, Calif. 348
KPRS — Kansas City, Mo. 476
KPST — Preston, Idaho 395
KPUG — Bellingham, Wash. 633
KPUY — Puyallup, Wash. 636
KQV — Pittsburgh, Pa. 574
KRAI — Craig, Col. 360
KRAL — Rawlings, Wyo. 654
KRAM — Las Vegas, Nev. 487
KRBA — Lufkin, Tex. 612
KRBC — Abilene, Tex. 598
KRCH — Hot Springs, Ark. 332
KRCO — Prineville, Ore. 558
KRCT — Baytown, Tex. 600
KRDO — Colorado Springs, Colo. 359
KRDU — Dinuba, Calif. 340
KRE — Berkeley, Calif. 339
KREH — Oakdale, La. 436
KREI — Farmington, Mo. 473
KREL — Baytown, Tex. 600
KREM — Spokane, Wash. 638
KREO — Indio, Calif. 342
KRES — St. Joseph, Mo. 477
KREW — Sunnyside, Wash. 638
KRGI — Grand Island, Neb. 484
KRGV — Weslaco, Tex. 620
KRHD — Duncan, Okla. 548
KRIB — Mason City, Ia. 418
KRIC — Beaumont, Tex. 600
KRIG — Odessa, Tex. 613
KRIO — McAllen, Tex. 612
KRIS — Corpus Christi, Tex. 602
KRIZ — Phoenix, Ariz. 328
KRJF — Miles City, Mont. 482
KRKD — Los Angeles, Calif. 343
KRKL — Kirkland, Wash. 635
KRKO — Everett, Wash. 634
KRLC — Lewiston, Ga. 395
KRLD — Dallas, Tex. 604
KRLN — Canon City, Colo. 359
KRLW — Walnut Ridge, Ark. 335
KRMD — Shreveport, La. 437
KRMG — Tulsa, Okla. 552
KRMO — Monett, Mo. 477
KRMS — Osage Beach, Mo. 477
KRNO — San Bernardino, Calif. 349
KRNR — Roseburg, Oreg. 559
KRNT — Des Moines, Iowa 416
KROC — Rochester, Minn. 465
KROD — El Paso, Tex. 605
KROF — Abbeville, La. 432
KROG — Sonora, Calif. 357
KROP — Brawley, Calif. 339
KROS — Clinton, Iowa 415
KROW — Oakland, Calif. 346
KROX — Crokston, Minn. 462
KROY — Sacramento, Calif. 349
KRPL — Moscow, Idaho 395
KRRV — Sherman-Denison, Tex. 618
KRSD — Rapid City, S. D. 589
KRSN — Los Alamos, N. M. 494
KRTN — Raton, N. M. 494
KRUL — Corvallis, Ore. 554
KRUN — Ballinger, Tex. 599
KRUS — Ruston, La. 436
KRUX — Phoenix, Ariz. 328
KRVN — Lexington, Neb. 484
KRWC — Forest Grove, Oreg. 554
KRXK — Rexburg, Idaho 396
KRXL — Roseburg, Ore. 559
KSAL — Salina, Kan. 424
KSAM — Huntsville, Tex. 610
KSAN — San Francisco, Cal. 352
KSBW — Salinas, Cal. 349
KSCB — Liberal, Kan. 423
KSCJ — Sioux City, Ia. 419
KSCO — Santa Cruz, Cal. 356
KSD — St. Louis, Mo. 478
KSDN — Aberdeen, S. D. 588
KSDO — San Diego, Cal. 351
KSEI — Pocatello, Idaho 395
KSEK — Pittsburg, Kan. 424
KSEL — Lubbock, Tex. 611
KSEM — Moses Lake, Wash. 635
KSEO — Durant, Okla. 548
KSET — El Paso, Tex. 605
KSEY — Seymour, Tex. 617
KSFA — Nacodoches, Tex. 613
KSFE — Needles, Cal. 346
KSFO — San Francisco, Cal. 352
KSGA — Cottage Grove, Ore. 554
KSGM — Ste. Genevieve, Mo. 479
KSIB — Creston, Iowa 416
KSID — Sidney, Neb. 486
KSIG — Crowley, La. 433
KSIJ — Gladewater, Tex. 608
KSIL — Silver City, N. M. 495
KSIM — Sikeston, Mo. 479
KSIW — Woodward, Okla. 552
KSIX — Corpus Christi, Tex. 603
KSJB — Jamestown, N. D. 532
KSJO — San Jose, Cal. 355
KSKY — Dallas, Tex. 604
KSL — Salt Lake City, Utah 623
KSLM — Salem, Ore. 559
KSLO — Opelousas, La. 436
KSMA — Santa Maria, Cal. 356
KSMN — Mason City, Iowa 418
KSMO — Salem, Mo. 477
KSNY — Snyder, Tex. 618
KSO — Des Moines, Ia. 417
KSOK — Arkansas City, Kan. 421
KSON — San Diego, Cal. 351
KSOO — Sioux Falls, S. D. 589
KSPA — Santa Paula, Cal. 357

KSPI — Stillwater, Okla. 552
KSPO — Spokane, Wash. 638
KSPR — Casper, Wyo. 653
KSPT — Sandpoint, Idaho 396
KSRO — Santa Rosa, Cal. 357
KSRV — Ontario, Ore. 557
KSST — Sulphur Springs, Tex. 618
KSTA — Coleman, Tex. 602
KSTB — Breckenridge, Tex. 601
KSTL — St. Louis, Mo. 478
KSTN — Stockton, Cal. 357
KSTP — St. Paul-Minneapolis, Minn. 466
KSTT — Davenport, Iowa 416
KSTV — Stephenville, Tex. 618
KSUB — Cedar City, Utah 621
KSUE — Susanville, Cal. 357
KSUM — Fairmont, Minn. 463
KSUN — Bisbee, Ariz. 326
KSVC — Richfield, Utah 622
KSVP — Artesia, N. M. 493
KSWA — Graham, Tex. 608
KSWI — Council Bluffs, Iowa 415
KSWM — Joplin, Mo. 475
KSWO — Lawton, Okla. 549
KSWS — Roswell, N. M. 495
KSYC — Yreka, Cal. 359
KSYL — Alexandria, La. 432
KTAC — Tacoma, Wash. 638
KTAE — Taylor, Tex. 618
KTAN — Sherman, Tex. 618
KTAR — Phoenix, Ariz. 328
KTAT — Frederick, Okla. 549
KTBB — Tyler, Tex. 619
KTBC — Austin, Tex. 599
KTBS — Shreveport, La. 437
KTEL — Walla Walla, Wash. 639
KTEM — Temple, Tex. 618
KTER — Terrell, Tex. 618
KTFI — Twin Falls, Idaho 396
KTFS — Texarkana, Tex. 619
KTFY — Brownfield, Tex. 601
KTHS — Little Rock, Ark. 333
KTHT — Houston, Tex. 609
KTIL — Tillamook, Ore. 559
KTIM — San Rafael, Cal. 356
KTIP — Porterville, Cal. 348
KTJS — Hobart, Okla. 549
KTKN — Ketchikan, Alaska 656
KTKR — Taft, Cal. 358
KTKT — Tucson, Ariz. 329
KTLN — Denver, Colo. 360
KTLO — Mountain Home, Ark. 333
KTLW — Texas City, Tex. 619
KTMC — McAlester, Okla. 550
KTMS — Santa Barbara, Cal. 356
KTNM — Tucumcari, N. M. 495
KTNT — Tacoma, Wash. 638
KTOE — Mankato, Minn. 464
KTOH — Lihue, Kauai, Hawaii 659
KTOK — Oklahoma City, Okla. 551
KTOP — Topeka, Kan. 424
KTOW — Oklahoma City, Okla. 551
KTRB — Modesto, Cal. 346
KTRC — Santa Fe, N. M. 495
KTRE — Lufkin, Tex. 612
KTRF — Thief River Falls, Minn. 466
KTRH — Houston, Tex. 609
KTRI — Sioux City, Ia. 419
KTRM — Beaumont, Tex. 600
KTRN — Wichita Falls, Tex. 620
KTRY — Bastrop, La. 432
KTSA — San Antonio, Tex. 617
KTSM — El Paso, Tex. 605
KTSW — Emporia, Kan. 422
KTTR — Rolla, Mo. 477
KTTS — Springfield, Mo. 479
KTUC — Tuscon, Ariz. 329
KTUL — Tulsa, Okla. 552
KTUR — Turlock, Cal. 358
KTW — Seattle, Wash. 637
KTXC — Big Spring, Tex. 600
KTXJ — Jasper, Tex. 610
KTXL — San Angelo, Tex. 615
KTXN — Austin, Tex. 599
KTYL — Mesa, Ariz. 327
KUAM — Agana, Guam 656
KUBA — Yuba City, Cal. 359
KUBC — Montrose, Colo. 363
KUGN — Eugene, Ore. 554
KUIN — Grants Pass, Ore. 554
KUJ — Walla Walla, Wash. 639
KUKI — Ukiah, Cal. 358
KULA — Honolulu, Hawaii 659
KULE — Ephrara, Wash. 634
KULP — El Campo, Tex. 605
KUNO — Corpus Christi, Tex. 603
KUOA — Siloam Springs, Ark. 334
KURV — Edinburg, Tex. 604
KUTA — Salt Lake City, Utah 623
KVAN — Vancouver, Wash. 638
KVAS — Astoria, Ore. 553
KVBC — Farmington, N. M. 493
KVCV — Redding, Cal. 348
KVEC — San Luis Obispo, Cal. 355
KVEN — Ventura, Cal. 358
KVET — Austin, Tex. 599
KVFD — Ft. Dodge, Ia. 417
KVGB — Great Bend, Kan. 422
KVI — Seattle, Wash. 637
KVIC — Victoria, Tex. 619
KVIM — New Iberia, La. 435
KVKM — Monahans, Tex. 613
KVLC — Little Rock, Ark. 333
KVLF — Alpine, Tex. 598
KVLH — Pauls Valley, Okla. 551
KVMA — Magnolia, Ark. 333
KVMC — Colorado City, Tex. 602
KVNC — Winslow, Ariz. 329
KVNI — Coeur D'Alene, Idaho 394
KVNU — Logan, Utah 621
KVOA — Tucson, Ariz. 329
KVOC — Casper, Wyo. 653
KVOD — Denver, Colo. 360
KVOE — Santa Ana, Cal. 356
KVOG — Ogden, Utah 621
KVOL — Lafayette, La. 434
KVOM — Morrilton, Ark. 333
KVON — Napa, Cal. 346
KVOO — Tulsa, Okla. 552
KVOP — Plainville, Tex. 615
KVOR — Colorado Springs, Colo. 359
KVOS — Bellingham, Wash. 633
KVOU — Uvalde, Tex. 619
KVOW — Littlefield, Tex. 611
KVOX — Moorehead, Minn. 465
KVOZ — Laredo, Tex. 610
KVPI — Ville Platte, La. 437
KVRC — Arkadelphia, Ark. 330
KVRH — Salida, Colo. 363
KVRS — Rock Springs, Wyo. 654
KVSA — McGehee, Ark. 333
KVSF — Santa Fe, N. M. 495
KVSM — San Mateo, Cal. 355
KVSO — Ardmore, Okla. 547
KVSP — Lubbock, Tex. 612
KVVC — Ventura, Cal. 358
KVWC — Vernon, Tex. 619
KVWO — Cheyenne, Wyo. 653

KWAD — Wadena, Minn. 467
KWAK — Stuttgart, Ark. 335
KWAL — Wallace, Idaho 396
KWAT — Watertown, S. D. 590
KWBB — Wichita, Kan. 425
KWBC — Fort Worth, Tex. 607
KWBE — Beatrice, Neb. 483
KWBG — Boone, Iowa 414
KWBM — Williston, N. D. 533
KWBR — Oakland, Cal. 347
KWBU — Corpus Christi, Tex. 603
KWBW — Hutchinson, Kan. 422
KWCB — Searcy, Ark. 334
KWCJ — Natchitoches, La. 434
KWCO — Chickasha, Okla. 548
KWDL — Kansas City, Mo. 476
KWDM — Des Moines, Ia. 417
KWED — Seguin, Tex. 617
KWEI — Weiser, Idaho 396
KWEM — West Memphis, Ark. 335
KWEW — Hobbs, N. M. 494
KWFC — Hot Springs, Ark. 332
KWFT — Wichita Falls, Tex. 620
KWG — Stockton, Cal. 357
KWGB — Goodland, Kan. 422
KWHI — Brenham, Tex. 601
KWHK — Hutchinson, Kan. 422
KWHN — Ft. Smith, Ark. 331
KWHP — Cushing, Okla. 548
KWHW — Altus, Okla. 547
KWIE — Kennewick, Wash. 635
KWIK — Pocatello, Idaho 395
KWIL — Albany, Ore. 553
KWIN — Ashland, Ore. 553
KWJB — Globe, Ariz. 327
KWJJ — Portland, Ore. 558
KWK — St. Louis, Mo. 478
KWKC — Abilene, Tex. 598
KWKH — Shreveport, La. 437
KWKW — Pasadena, Cal. 347
KWLK — Longview, Wash. 635
KWLM — Willmar, Minn. 467
KWNO — Winona, Minn. 467
KWNW — Wenatchee, Wash. 639
KWOA — Worthington, Minn. 467
KWOC — Poplar Bluff, Mo. 447
KWOE — Clinton, Okla. 548
KWON — Bartlesville, Okla. 548
KWOR — Worland, Wyo. 654
KWOS — Jefferson City, Mo. 475
KWPC — Muscatine, Ia. 418
KWPM — West Plains, Mo. 480
KWRC — Pendleton, Ore. 557
KWRE — Warrenton, Mo. 480
KWRF — Warren, Ark. 335
KWRL — Riverton, Wyo. 654
KWRN — Reno, Nev. 487
KWRO — Coquille, Ore. 553
KWSD — Mt. Shasta, Cal. 346
KWSH — Wewaka, Okla. 552
KWSK — Pratt, Kan. 424
KWSO — Wasco, Cal. 358
KWTC — Barstow, Cal. 339
KWTO — Springfield, Mo. 479
KWTX — Waco, Tex. 620
KWWL — Waterloo, Ia. 420
KWYO — Sheridan, Wyo. 654
KXA — Seattle, Wash. 637
KXAR — Hope, Ark. 331
KXEL — Waterloo, Ia. 420
KXEO — Mexico, Mo. 477
KXGI — Ft. Madison, Ia. 418
KXGN — Glendive, Mont. 481
KXIC — Iowa City, Ia. 418
KXIT — Dalhart, Tex. 603
KXJK — Forrest City, Ark. 331
KXL — Portland, Ore. 558
KXLA — Pasadena, Cal. 347
KXLE — Ellensburg, Wash. 634
KXLF — Butte, Mont. 481
KXLJ — Helena, Mont. 482
KXLK — Great Falls, Mont. 481
KXLL — Missoula, Mont. 482
KXLO — Lewistown, Mont. 482
KXLQ — Bozeman, Mont. 480
KXLR — Little Rock, Ark. 333
KXLW — St. Louis, Mo. 478
KXLY — Spokane, Wash. 638
KXO — El Centro, Cal. 340
KXOA — Sacramento, Cal. 349
KXOB — Stockton, Cal. 357
KXOC — Chico, Cal. 339
KXOK — St. Louis, Mo. 478
KXOL — Fort Worth, Tex. 607
KXOX — Sweetwater, Tex. 618
KXRA — Alexander, Minn. 462
KXRJ — Russellville, Ark. 334
KXRO — Aberdeen, Wash. 633
KXRX — San Jose, Cal. 355
KXXL — Monterey, Cal. 346
KXXX — Colby, Kan. 421
KXYZ — Houston, Tex. 609
KYA — San Francisco, Cal. 352
KYAK — Yakima, Wash. 639
KYCA — Prescott, Ariz. 328
KYJC — Medford, Ore. 557
KYMA — Yuma, Ariz. 329
KYNO — Fresno, Cal. 341
KYOR — Blythe, Cal. 339
KYOS — Merced, Cal. 345
KYOU — Greeley, Colo. 362
KYSM — Mankato, Minn. 464
KYUM — Yuma, Ariz. 329
KYW — Philadelphia, Pa. 571
WAAA — Winston Salem, N. C. 531
WAAB — Worcester, Mass. 449
WAAF — Chicago, Ill. 399
WAAT — Newark, N. J. 490
WABA — Aquadilla, P. R. 659
WABB — Mobile, Ala. 321
WABC — New York, N. Y. 503
WABG — Greenwood, Miss. 469
WABI — Bangor, Me. 437
WABJ — Adrian, Mich. 451
WABM — Houlton, Me. 438
WABY — Albany, N. Y. 495
WABZ — Albemarle, N. C. 520
WACA — Camden, S. C. 583
WACB — Kittanning, Pa. 568
WACE — Chicopee-Springfield, Mass. 446
WACL — Waycross, Ga. 393
WACO — Waco, Tex. 620
WACR — Columbus, Miss. 468
WADC — Akron, O. 533
WADE — Wadesboro, N. C. 530
WADK — Newport, R. I. 581
WAEB — Allentown, Pa. 560
WAEL — Mayaguez, P. R. 661
WAEW — Crossville, Tenn. 591
WAFB — Baton Rouge, La. 432
WAGA — Atlanta, Ga. 383
WAGC — Chattanooga, Tenn. 590
WAGE — Syracuse, N. Y. 517
WAGF — Dothan, Ala. 318
WAGG — Franklin, Tenn. 592
WAGM — Presque Isle, Me. 439
WAIM — Anderson, S. C. 583
WAIN — Columbia, Ky. 426

WAIR — Winston-Salem, N. C. 531
WAIT — Chicago, Ill. 399
WAJF — Decatur, Ala. 318
WAJR — Morgantown, W. Va. 642
WAKE — Greenville, S. C. 585
WAKN — Aiken, S. C. 583
WAKR — Akron, O. 533
WAKU — Latrobe, Pa. 568
WALA — Mobile, Ala. 321
WALB — Albany, Ga. 381
WALD — Walterboro, S. C. 588
WALE — Fall River, Mass. 446
WALK — Patchogue, N. Y. 513
WALL — Middletown, N. Y. 503
WALM — Albion, Mich. 451
WALT — Tampa, Fla. 380
WAMI — Opp, Ala. 324
WAML — Laurel, Miss. 470
WAMS — Wilmington, Del. 369
WAND — Canton, O. 535
WANE — Ft. Wayne, Ind. 410
WANN — Annapolis, Md. 441
WANS — Anderson, S. C. 583
WANT — Richmond, Va. 630
WAOV — Vincennes, Ind. 414
WAPA — San Juan, P. R. 661
WAPF — McComb, Miss. 471
WAPI — Birmingham, Ala. 317
WAPL — Appleton, Wis. 645
WAPO — Chattanooga, Tenn. 590
WAPX — Montgomery, Ala. 323
WARA — Attleboro, Mass. 444
WARB — Covington, La. 433
WARD — Johnstown, Pa. 568
WARE — Ware, Mass. 449
WARK — Hagerstown, Md. 443
WARL — Arlington, Va. 625
WARM — Scranton, Pa. 576
WARN — Fort Pierce, Fla. 373
WASA — Havre de Grace, Md. 443
WASK — Lafayette, Ind. 411
WASL — Annapolis, Md. 441
WATA — Boone, N. C. 520
WATC — Gaylord, Mich. 456
WATG — Ashland, O. 534
WATH — Athens, O. 534
WATK — Antigo, Wis. 645
WATL — Atlanta, Ga. 383
WATM — Atmore, Ala. 316
WATN — Watertown, N. Y. 519
WATO — Oak Ridge, Tenn. 596
WATR — Waterbury, Conn. 368
WATS — Sayre, Pa. 576
WATT — Cadillac, Mich. 455
WATW — Ashland, Wis. 645
WATZ — Alpena, Mich. 451
WAUD — Auburn, Ala. 316
WAUG — Augusta, Ga. 384
WAUX — Waukesha, Wis. 651
WAVE — Louisville, Ky. 428
WAVL — Apollo, Pa. 561
WAVU — Albertville, Ala. 316
WAVY — Portsmouth, Va. 630
WAVZ — New Haven, Conn. 366
WAYB — Waynesboro, Va. 633
WAYN — Rockingham, N. C. 528
WAYS — Charlotte, N. C. 521
WAYX — Waycross, Ga. 393
WAYZ — Waynesboro, Pa. 578
WAZF — Yazoo City, Miss. 472
WAZL — Hazleton, Pa. 567
WBAC — Cleveland, Tenn. 591
WBAL — Baltimore, Md. 441
WBAM — Montgomery, Ala. 323
WBAP — Fort Worth, Tex. 607
WBAR — Bartow, Fla. 372
WBAT — Barion, Ind. 412
WBAW — Barnwell, S. C. 583
WBAX — Wilkes-Barre, Pa. 578
WBAY — Green Bay, Wis. 646
WBBB — Burlington, N. C. 521
WBBC — Flint, Mich. 456
WBBF — Rochester, N. Y. 515
WBBM — Chicago, Ill. 399
WBBO — Forest City, N. C. 523
WBBQ — Augusta, Ga. 384
WBBW — Youngstown, O. 547
WBBZ — Ponca City, Okla. 551
WBCK — Battle Creek, Mich. 453
WBCM — Bay City, Mich. 453
WBCO — Bessemer-Birmingham, Ala. 317
WBCU — Union, S. C. 588
WBEC — Pittsfield, Mass. 448
WBEJ — Elizabethton, Tenn. 592
WBEL — Beloit, Wis. 645
WBEN — Buffalo, N. Y. 497
WBET — Brockton, Mass. 446
WBEV — Beaver Dam, Wis. 645
WBEX — Chillicothe, O. 535
WBGE — Atlanta, Ga. 383
WBGR — Jessup, Ga. 388
WBHB — Fitzgerald, Ga. 388
WBHF — Cartersville, Ga. 385
WBHP — Huntsville, Ala. 321
WBIG — Greensboro, N. C. 524
WBIP — Booneville, Miss. 467
WBIR — Knoxville, Tenn. 593
WBIS — Bristol, Conn. 365
WBIW — Bedford, Ind. 409
WBIZ — Eau Claire, Wis. 645
WBKV — West Bend, Wis. 652
WBLE — Batesville, Miss. 467
WBLJ — Dalton, Ga. 387
WBLK — Clarksburg, W. Va. 641
WBLT — Redford, Va. 625
WBMD — Baltimore, Md. 441
WBML — Macon, Ga. 389
WBMS — Boston, Mass. 444
WBNL — Booneville, Ind. 409
WBNS — Columbus, O. 541
WBNX — New York, N. Y. 503
WBNY — Buffalo, N. Y. 497
WBOB — Galax, Va. 627
WBOC — Salisbury, Md. 443
WBOK — New Orleans, La. 435
WBOW — Terre Haute, Ind. 413
WBPZ — Lock Haven, Pa. 569
WBRC — Birmingham, Ala. 317
WBRD — Ft. Lauderdale, Fla. 373
WBRE — Wilkes-Barre, Pa. 579
WBRK — Pittsfield, Mass. 448
WBRM — Marion, N. C. 526
WBRN — Big Rapids, Mich. 453
WBRO — Waynesboro, Ga. 393
WBRW — Welch, W. Va. 643
WBRY — Waterbury, Conn. 368
WBSC — Bennettsville, S. C. 583
WBSM — New Bedford, Mass. 448
WBSR — Pensacola, Fla. 378
WBT — Charlotte, N. C. 521
WBTA — Batavia, N. Y. 496
WBTH — Williamson, W. Va. 644
WBTM — Danville, Va. 627
WBTN — Bennington, Vt. 624
WBTO — Linton, Ind. 412
WBUD — Trenton, N. J. 491
WBUT — Butler, Pa. 562
WBUX — Doylestown, Pa. 563

WBUY — Lexington, N. C. 526
WBVP — Beaver Falls, Pa. 561
WBYS — Canton, Ill. 397
WBZ-WBZA — Boston-Springfield, Mass. 444
WCAE — Pittsburgh, Pa. 574
WCAM — Camden, N. J. 490
WCAN — Milwaukee, Wis. 648
WCAO — Baltimore, Md. 441
WCAP — Lowell, Mass. 447
WCAR — Pontiac, Mich. 460
WCAU — Philadelphia, Pa. 571
WCAV — Norfolk, Va. 629
WCAW — Charleston, W. Va. 640
WCAX — Burlington, Vt. 624
WCAZ — Carthage, Ill. 397
WCBA — Corning, N. Y. 499
WCBC — Anderson, Ind. 408
WCBD — Chicago-Zion, Ill. 399
WCBI — Columbus, Miss. 468
WCBM — Baltimore, Md. 442
WCBR — Memphis, Tenn. 594
WCBS — New York, N. Y. 503
WCBT — Roanoke Rapids, N. C. 528
WCCC — Hartford, Conn. 365
WCCM — Lawrence, Mass. 447
WCCO — Minneapolis, Minn. 464
WCCP — Savannah, Ga. 391
WCDL — Carbondale, Pa. 562
WCDT — Winchester, Tenn. 597
WCEC — Rocky Mount, N. C. 528
WCED — Dubois, Pa. 563
WCEH — Hawkinsville, Ga. 388
WCEM — Cambridge, Md. 442
WCEN — Mt. Pleasant, Mich. 459
WCFL — Chicago, Ill. 399
WCFV — Clifton Forge, Va. 626
WCGA — Calhoun, Ga. 385
WCHA — Chambersburg, Pa. 562
WCHL — Chapel Hill, N. C. 521
WCHN — Norwich, N. Y. 513
WCHO — Washington Court House, O. 546
WCHS — Charleston, W. Va. 640
WCHV — Charlottesville, Va. 626
WCIL — Carbondale, Ill. 397
WCIN — Cincinnati, O. 535
WCJU — Columbia, Miss. 468
WCKB — Dunn, N. C. 522
WCKY — Cincinnati, O. 535
WCLD — Cleveland, Miss. 468
WCLI — Corning, N. Y. 499
WCLO — Janesville, Wis. 646
WCLT — Newark, O. 545
WCMA — Corinth, Miss. 468
WCMB — Harrisburg, Pa. 565
WCMC — Wildwood, N. J. 492
WCMI — Ashland, Ky. 426
WCMN — Arecibo, P. R. 659
WCMW — Canton, O. 535
WCMY — Ottawa, Ill. 405
WCNB — Connersville, Ind. 409
WCNC — Elizabeth City, N. C. 522
WCNH — Quincy, Fla. 379
WCNR — Bloomsburg, Pa. 561
WCNT — Centralia, Ill. 399
WCNU — Crestview, Fla. 372
WCNX — Middletown, Conn. 366
WCOA — Pensacola, Fla. 378
WCOC — Meridian, Miss. 471
WCOG — Greensboro, N. C. 524
WCOH — Newnan, Ga. 390
WCOJ — Coatesville, Pa. 563
WCOL — Columbus, O. 541
WCOM — Parkersburg, W. Va. 643
WCON — Cornelias, Ga. 387
WCOP — Boston, Mass. 444
WCOR — Lebanon, Tenn. 594
WCOS — Columbia, S. C. 584
WCOU — Lewiston, Me. 438
WCOV — Montgomery, Ala. 323
WCOW — South St. Paul, Minn. 466
WCPA — Clearfield, Pa. 563
WCPM — Cumberland, Ky. 427
WCPO — Cincinnati, O. 535
WCPS — Tarboro, N. C. 530
WCRA — Effingham, Ill. 402
WCRB — Waltham, Mass. 449
WCRE — Cheraw, S. C. 584
WCRI — Scottsboro, Ala. 325
WCRK — Morristown, Tenn. 595
WCRL — Oneonta, Ala. 324
WCRO — Johnstown, Pa. 568
WCRS — Greenwood, S. C. 586
WCRT — Birmingham, Ala. 317
WCRW — Chicago, Ill. 399
WCSC — Charleston, S. C. 583
WCSH — Portland, Me. 438
WCSI — Columbus, Ind. 409
WCSS — Amsterdam, N. Y. 496
WCTA — Andalusia, Ala. 316
WCTC — New Brunswick, N. J. 491
WCTT — Corbin, Ky. 426
WCUE — Akron, O. 534
WCUM — Cumberland, Md. 442
WCVA — Culpeper, Va. 627
WCVI — Connellsville, Pa. 563
WCVS — Springfield, Ill. 407
WCYB — Bristol, Va. 626
WDAD — Indiana, Pa. 568
WDAE — Tampa, Fla. 380
WDAF — Kansas City, Mo. 476
WDAK — Columbus, Ga. 386
WDAN — Danville, Ill. 402
WDAR — Savannah, Ga. 391
WDAS — Philadelphia, Pa. 571
WDAY — Fargo, N. D. 532
WDBC — Escanaba, Mich. 456
WDBJ — Roanoke, Va. 632
WDBL — Springfield, Tenn. 597
WDBO — Orlando, Fla. 377
WDBQ — Dubuque, Ia. 417
WDEC — Americus, Ga. 381
WDEF — Chattanooga, Tenn. 590
WDEL — Wilmington, Del. 369
WDEV — Waterbury, Vt. 625
WDGY — Minneapolis, Minn. 464
WDIA — Memphis, Tenn. 594
WDIG — Dothan, Ala. 319
WDIX — Orangeburg, S. C. 587
WDKD — Kingstree, S. C. 586
WDLA — Walton, N. Y. 519
WDLB — Marshfield, Wis. 648
WDLC — Port Jervis, N. Y. 514
WDLP — Panama City, Fla. 378
WDMG — Douglas, Ga. 387
WDMJ — Marquette, Mich. 459
WDNC — Durham, N. C. 522
WDNE — Elkins, W. Va. 641
WDOB — Canton, Miss. 468
WDOD — Chattanooga, Tenn. 591
WDOG — Marine City, Mich. 459
WDOK — Cleveland, O. 537
WDON — Wheaton, Md. 444
WDOR — Sturgeon Bay, Wis. 651
WDOS — Oneonta, N. Y. 513
WDOV — Dover, Del. 368
WDQN — Du Quion, Ill. 402
WDRC — Hartford, Conn. 365
WDSC — Dillon, S. C. 585

WDSG — Dyersburg, Tenn. 591
WDSM — Superior, Wis. 651
WDSR — Lake City, Fla. 375
WDSU — New Orleans, La. 435
WDUN — Gainesville, Ga. 388
WDUZ — Green Bay, Wis. 646
WDVA — Danville, Va. 627
WDWD — Dawson, Ga. 387
WDWS — Champaign, Ill. 399
WDXB — Chattanooga, Tenn. 591
WDXE — Lawrenceburg, Tenn. 594
WDXI — Jackson, Tenn. 592
WDYK — Cumberland, Md. 443
WDZ — Decatur, Ill. 402
WEAB — Greer, S. C. 586
WEAM — Arlington, Va. 625
WEAN — Providence, R. I. 581
WEAR — Pensacola, Fla. 378
WEAS — Decatur, Ga. 387
WEAT — Lake Worth-W. Palm Beach, Fla. 375
WEAU — Eau Claire, Wis. 645
WEAV — Plattsburg, N. Y. 514
WEBC — Duluth, Minn. 463
WEBJ — Brewton, Ala. 318
WEBK — Tampa, Fla. 380
WEBQ — Harrisburg, Ill. 403
WEBR — Buffalo, N. Y. 497
WEDC — Chicago, Ill. 399
WEDO — McKeesport, Pa. 569
WEDR — Birmingham, Ala. 317
WEEB — Southern Pines, N. C. 529
WEED — Rocky Mount, N. C. 528
WEEI — Boston, Mass. 444
WEEK — Peoria, Ill. 405
WEEU — Reading, Pa. 576
WEGO — Concord, N. C. 522
WEIM — Fitchburg, Mass. 446
WEIR — Weirton, W. Va. 643
WEKR — Fayetteville, Tenn. 592
WEKY — Richmond, Ky. 431
WEKZ — Monroe, Wis. 649
WELC — Welch, W. Va. 644
WELI — New Haven, Conn. 367
WELL — Battle Creek, Mich. 453
WELM — Elmira, N. Y. 499
WELO — Tupelo, Miss. 472
WELP — Easley, S. C. 585
WELS — Kinston, N. C. 525
WELR — Roanoke, Ala. 324
WEMP — Milwaukee, Wis. 648
WENA — Bayamon, P. R. 659
WENC — Whiteville, N. C. 530
WENE — Binghamton-Endicott, N. Y. 496
WENK — Union City, Tenn. 597
WENT — Gloversville, N. Y. 501
WENY — Elmira, N. Y. 499
WEOA — Evansville, Ind. 409
WEOK — Poughkeepsie, N. Y. 514
WEOL — Elyria, O. 543
WEPM — Martinsburg, W. Va. 642
WERC — Erie, Pa. 564
WERD — Atlanta, Ga. 383
WERE — Cleveland, O. 537
WERH — Hamilton, Ala. 320
WERI — Westerly, R. I. 582
WESA — Charleroi, Pa. 562
WESB — Bradford, Pa. 562
WESC — Greenville, S. C. 585
WESK — Escanaba, Mich. 456
WEST — Easton, Pa. 563
WESX — Salem, Mass. 448
WETB — Johnson City, Tenn. 593
WETO — Gadsden, Ala. 320
WETZ — New Marinsville, W. Va. 643
WEVA — Emporia, Va. 627
WEVD — New York, N. Y. 505
WEVE — Eveleth, Minn. 463
WEW — St. Louis, Mo. 478
WEWO — Laurinburg, N. C. 526
WEXL — Royal Oak, Mich. 460
WEYE — Sanford, N. C. 529
WEZB — Homewood, Ala. 321
WFAA — Dallas, Tex. 604
WFAH — Alliance, O. 534
WFAI — Fayetteville, N. C. 523
WFAS — White Plains, N. Y. 519
WFAU — Augusta, Me. 437
WFAX — Falls Church, Va. 627
WFBC — Greenville, S. C. 585
WFBG — Altoona, Pa. 560
WFBL — Syracuse, N. Y. 517
WFBM — Indianapolis, Ind. 411
WFBR — Baltimore, Md. 442
WFCB — Dunkirk, N. Y. 499
WFDF — Flint, Mich. 456
WFEA — Manchester, N. H. 488
WFEB — Sylacauga, Ala. 325
WFEC — Miami, Fla. 376
WFGM — Fitchburg, Mass. 446
WFGN — Gaffney, S. C. 585
WFHG — Bristol, Va. 626
WFHR — Wisconsin Rapids, Wis. 652
WFIG — Sumter, S. C. 588
WFIL — Philadelphia, Pa. 571
WFIN — Findlay, O. 543
WFIW — Farfield, Ill. 403
WFKY — Frankfort, Ky. 427
WFLA — Tampa, Fla. 380
WFLB — Fayetteville, N. C. 523
WFLO — Farmville, Va. 627
WFMC — Goldsboro, N. C. 523
WFMD — Frederick, Md. 443
WFMH — Cullman, Ala. 318
WFMJ — Youngstown, O. 547
WFMO — Fairmont, N. C. 523
WFMW — Madisonville, Ky. 429
WFNC — Fayetteville, N. C. 523
WFNS — Burlington, N. C. 521
WFOB — Fostoria, O. 543
WFOM — Marietta, Ga. 389
WFOR — Hattiesburg, Miss. 469
WFOX — Milwaukee, Wis. 648
WFOY — St. Augustine, Fla. 379
WFPA — Ft. Payne, Ala. 319
WFPG — Atlantic City, N. J. 489
WFPM — Fort Valley, Ga. 388
WFRC — Reidsville, N. C. 528
WFRL — Freeport, Ill. 403
WFRM — Coudersport, Pa. 563
WFRO — Fremont, O. 543
WFRP — Savannah, Ga. 391
WFRX — West Frankfort, Ill. 408
WFTC — Kinston, N. C. 525
WFTL — Fort Lauderdale, Fla. 373
WFTM — Maysville, Ky. 430
WFTR — Front Royal, Va. 627
WFUL — Fulton, Ky. 427
WFUN — Huntsville, Ala. 321
WFUR — Grand Rapids, Mich. 457
WFVA — Fredericksburg, Va. 627
WFVG — Fuquay Springs, N. C. 523
WFYC — Alma, Mich. 451
WGAA — Cedartown, Ga. 385
WGAC — Augusta, Ga. 384
WGAD — Gadsden, Ala. 320
WGAF — Valdosta, Ga. 392
WGAI — Elizabeth City, N. C. 522
WGAL — Lancaster, Pa. 568

WGAN — Portland, Me. 439
WGAP — Maryville, Tenn. 594
WGAR — Cleveland, O. 537
WGAT — Utica, N. Y. 518
WGAU — Athens, Ga. 383
WGAW — Gardner, Mass. 446
WGAY — Silver Spring, Md. 444
WGBA — Columbus, Ga. 386
WGBB — Freeport, N. Y. 501
WGBF — Evansville, Ind. 409
WGBG — Greensboro, N. C. 524
WGBI — Scranton, Pa. 576
WGBR — Goldsboro, N. C. 524
WGBS — Miami, Fla. 376
WGCB — Red Lion, Pa. 576
WGCD — Chester, S. C. 584
WGCM — Gulfport, Miss. 469
WGEA — Geneva, Ala. 320
WGEM — Quincy, Ill. 406
WGES — Chicago, Ill. 401
WGET — Gettysburg, Pa. 565
WGEZ — Beloit, Wis. 645
WGGA — Gainesville, Ga. 388
WGGG — Gainesville, Fla. 373
WGGH — Marion, Ill. 404
WGH — Newport News, Va. 629
WGIG — Brunswick, Ga. 385
WGIL — Galesburg, Ill. 403
WGIV — Charlotte, N. C. 521
WGKV — Charleston, W. Va. 640
WGL — Ft. Wayne, Ind. 410
WGLC — Centerville, Miss. 468
WGLS — Decatur, Ga. 387
WGMS — Washington, D. C. 370
WGN — Chicago, Ill. 399
WGNC — Gastonia, N. C. 523
WGNI — Wilmington, N. C. 531
WGNS — Murfreesboro, Tenn. 595
WGNY — Newburgh, N. Y. 503
WGOV — Valdosta, Ga. 392
WGPA — Bethlehem, Pa. 561
WGPC — Albany, Ga. 381
WGR — Buffalo, N. Y. 497
WGRA — Cairo, Ga. 385
WGRC — Louisville, Ky. 428
WGRD — Grand Rapids, Mich. 457
WGRM — Greenwood, Miss. 469
WGRV — Greenville, Tenn. 592
WGRY — Gary, Ind. 410
WGSM — Huntington, N. Y. 502
WGST — Atlanta, Ga. 383
WGSV — Guntersville, Ala. 320
WGSW — Greenwood, S. C. 586
WGTA — Summerville, Ga. 391
WGTC — Greenville, N. C. 524
WGTH — Hartford, Conn. 366
WGTL — Kannapolis, N. C. 525
WGTM — Wilson, N. C. 531
WGTN — Georgetown, S. C. 585
WGUY — Bangor, Me. 437
WGVA — Geneva, N. Y. 501
WGVM — Greenville, Miss. 469
WGWC — Selma, Ala. 325
WGWD — Gadsden, Ala. 320
WGWR — Asheboro, N. C. 520
WGY — Schenectady, N. Y. 517
WGYV — Greenville, Ala. 320
WHAI — Greenfield, Mass. 447
WHAK — Rogers City, Mich. 460
WHAL — Shelbyville, Tenn. 596
WHAM — Rochester, N. Y. 515
WHAN — Charleston, S. C. 583
WHAP — Hopewell, Va. 628
WHAR — Clarksburg, W. Va. 641
WHAS — Louisville, Ky. 429
WHAT — Philadelphia, Pa. 573
WHAV — Haverhill, Mass. 447
WHAW — Weston, W. Va. 644
WHAY — New Britain, Conn. 366
WHB — Kansas City, Mo. 476
WHBB — Selma, Ala. 325
WHBC — Canton, O. 535
WHBF — Rock Island, Ill. 407
WHBI — Newark, N. J. 490
WHBL — Sheboygan, Wis. 650
WHBO — Tampa, Fla. 381
WHBQ — Memphis, Tenn. 594
WHBS — Huntsville, Ala. 321
WHBT — Harriman, Tenn. 592
WHBU — Anderson, Ind. 408
WHBY — Appleton, Wis. 645
WHCC — Waynesville, N. C. 530
WHCU — Ithaca, N. Y. 502
WHDF — Houghton, Mich. 457
WHDH — Boston, Mass. 445
WHDL — Olean, N. Y. 513
WHEB — Portsmouth, N. H. 489
WHEC — Rochester, N. Y. 515
WHED — Washington, N. C. 530
WHEP — Foley, Ala. 319
WHFB — Benton Harbor, Mich. 453
WHFC — Chicago, Ill. 401
WHGB — Harrisburg, Pa. 567
WHHH — Warren, O. 546
WHHM — Memphis, Tenn. 594
WHIL — Medford, Mass. 447
WHIM — Providence, R. I. 581
WHIN — Gallatin, Tenn. 592
WHIO — Dayton, O. 542
WHIP — Mooresville, N. C. 523
WHIR — Danville, Ky. 427
WHIS — Bluefield, W. Va. 640
WHIT — New Bern, N. C. 527
WHIZ — Zanesville, O. 547
WHJB — Greensburg, Pa. 565
WHJC — Matewan, W. Va. 642
WHK — Cleveland, O. 537
WHKC — Columbus, O. 541
WHKK — Akron, O. 534
WHKP — Hendersonville, N. C. 524
WHKY — Hickory, N. C. 524
WHLB — Virginia, Minn. 466
WHLD — Niagara Falls, N. Y. 513
WHLF — South Boston, Va. 632
WHLI — Hempstead, N. Y. 501
WHLL — Wheeling, W. Va. 644
WHLM — Bloomsburg, Pa. 561
WHLN — Harlan, Ky. 427
WHLS — Port Huron, Mich. 460
WHMA — Anniston, Ala. 316
WHMP — Northampton, Mass. 448
WHNC — Henderson, N. C. 524
WHO — Des Moines, Ia. 417
WHOC — Philadelphia, Miss. 471
WHOD — Homestead, Pa. 567
WHOK — Lancaster, O. 544
WHOL — Allentown, Pa. 560
WHOM — New York, N. Y. 505
WHOO — Orlando, Fla. 377
WHOP — Hopkinsville, Ky. 428
WHOS — Decatur, Ala. 318
WHOT — South Bend, Ind. 413
WHOW — Clinton, Ill. 401
WHP — Harrisburg, Pa. 567
WHPE — High Point, N. C. 525
WHRV — Ann Arbor, Mich. 451
WHSC — Hartsville, S. C. 586
WHSY — Hattiesburg, Miss. 469

WHTB — Talladega, Ala. 325
WHTC — Holland, Mich. 457
WHTN — Huntington, W. Va. 641
WHUB — Cookeville, Tenn. 591
WHUC — Hudson, N. Y. 501
WHUM — Reading, Pa. 576
WHUN — Huntingdon, Pa. 567
WHVF — Wausau, Wis. 651
WHVR — Hanover, Pa. 565
WHWB — Rutland, Vt. 624
WHWD — Hollywood, Fla. 374
WHWL — Nanticoke, Pa. 569
WHYL — Carlisle, Pa. 562
WHYN — Holyoke-Springfield, Mass. 447
WHYU — Newport News, Va. 629
WIAC — San Juan, P. R. 662
WIAM — Williamston, N. C. 531
WIBA — Madison, Wis. 647
WIBB — Macon, Ga. 389
WIBC — Indianapolis, Ind. 411
WIBG — Philadelphia, Pa. 573
WIBM — Jackson, Mich. 458
WIBR — Baton Rouge, La. 432
WIBU — Paynette, Wis. 650
WIBV — Belleville, Ill. 397
WIBW — Topeka, Kan. 424
WIBX — Utica, N. Y. 518
WICA — Ashtabula, O. 534
WICC — Bridgeport, Conn. 365
WICE — Providence, R. I. 582
WICH — Norwich, Conn. 367
WICY — Malone, N. Y. 503
WIDE — Biddeford, Me. 438
WIEL — Elizabethtown, Ky. 427
WIFM — Elkin, N. C. 522
WIGM — Medford, Wis. 648
WIHL — Hammond, La. 433
WIKB — Iron River, Mich. 458
WIKC — Bogalusa, La. 433
WIKE — Newport, Vt. 624
WIKK — Erie, Pa. 563
WIKY — Evansville, Ind. 409
WIL — St. Louis, Mo. 478
WILD — Birmingham, Ala. 317
WILE — Cambridge, O. 534
WILK — Wilkes-Barre, Pa. 579
WILM — Wilmington, Del. 369
WILS — Lansing, Mich. 459
WIMA — Lima, O. 544
WIMO — Winder, Ga. 393
WIMS — Michigan City, Ind. 412
WINA — Charlottesville, Va. 626
WINC — Winchester, Va. 633
WIND — Chicago, Ill. 401
WING — Dayton, O. 542
WINK — Ft. Myers, Fla. 373
WINN — Louisville, Ky. 429
WINR — Binghamton, N. Y. 497
WINS — New York, N. Y. 505
WINX — Rockville, Md. 443
WINZ — Miami, Fla. 376
WIOD — Miami, Fla. 376
WION — Ionia, Mich. 457
WIOU — Kokomo, Ind. 411
WIP — Philadelphia, Pa. 573
WIPC — Lake Wales, Fla. 375
WIRA — Fort Pierce, Fla. 373
WIRB — Enterprise, Ala. 319
WIRC — Hickory, N. C. 525
WIRE — Indianapolis, Ind. 411
WIRJ — Humboldt, Tenn. 592
WIRK — West Palm Beach, Fla. 381
WIRL — Peoria, Ill. 406
WIRO — Ironton, O. 544
WIRY — Plattsburg, N. Y. 514
WIS — Columbia, S. C. 584
WISC — Madison, Wis. 647
WISE — Asheville, N. C. 520
WISH — Indianapolis, Ind. 411
WISL — Shamokin, Pa. 577
WISN — Milwaukee, Wis. 649
WISO — Ponce, P. R. 661
WISP — Kinston, N. C. 526
WISR — Butler, Pa. 562
WIST — Charlotte, N. C. 521
WITA — San Juan, P. R. 662
WITH — Baltimore, Md. 442
WITY — Danville, Ill. 402
WITZ — Jasper, Ind. 411
WIVK — Knoxville, Tenn. 593
WIVY — Jacksonville, Fla. 374
WIZE — Springfield, Ohio 545
WIZZ — Streator, Ill. 408
WJAC — Johnstown, Pa. 568
WJAG — Norfolk, Neb. 485
WJAM — Marion, Ala. 321
WJAN — Spartanburg, S. C. 587
WJAR — Providence, R. I. 582
WJAS — Pittsburgh, Pa. 574
WJAT — Swainsboro, Ga. 392
WJAX — Jacksonville, Fla. 374
WJAY — Mullins, S. C. 587
WJAZ — Albany, Ga. 381
WJBB — Haleyville, Ala. 320
WJBC — Bloomington, Ill. 397
WJBF — Augusta, Ga. 385
WJBK — Detroit, Mich. 455
WJBO — Baton Rouge, La. 432
WJBS — Deland, Fla. 373
WJBW — New Orleans, La. 435
WJBY — Gadsden, Ala. 320
WJCD — Seymour, Ind. 413
WJCM — Sebring, Fla. 379
WJDA — Quincy, Mass. 448
WJDX — Jackson, Miss. 470
WJEF — Grand Rapids, Mich. 457
WJEH — Gallipolis, O. 543
WJEJ — Hagerstown, Md. 443
WJEL — Springfield, Ohio 545
WJER — Dover, O. 543
WJET — Erie, Pa. 563
WJFR — Caguas, P. R. 659
WJHL — Johnson City, Tenn. 593
WJHO — Opelika, Ala. 324
WJHP — Jacksonville, Fla. 374
WJIG — Tullahoma, Tenn. 597
WJIM — Lansing, Mich. 459
WJIV — Savannah, Ga. 391
WJJD — Chicago, Ill. 401
WJJJ — Montgomery, Ala. 323
WJJL — Niagara Falls, N. Y. 513
WJJM — Lewisburg, Tenn. 594
WJKO — Springfield, Mass. 449
WJLB — Detroit, Mich. 455
WJLD — Birmingham, Ala. 317
WJLK — Asbury Park, N. J. 489
WJLS — Beckley, W. Va. 640
WJMA — Orange, Va. 629
WJMB — Brookhaven, Miss. 468
WJMC — Rice Lake, Wis. 650
WJMJ — Philadelphia, Pa. 573
WJMO — Cleveland, O. 537
WJMR — New Orleans, La. 435
WJMS — Ironwood, Mich. 458
WJMW — Athens, Ala. 316
WJMX — Florence, S. C. 585
WJNC — Jacksonville, N. C. 525
WJNO — West Palm Beach, Fla. 381

WJOB — Hammond, Ind. 410
WJOC — Jamestown, N. Y. 502
WJOI — Florence, Ala. 319
WJOL — Joliet, Ill. 403
WJON — St. Cloud, Minn. 466
WJOT — Lake City, S. C. 586
WJOY — Burlington, Vt. 624
WJPA — Washington, Pa. 578
WJPD — Ishpeming, Mich. 458
WJPF — Herrin, Ill. 403
WJPG — Green Bay, Wis. 646
WJPR — Greenville, Miss. 469
WJPS — Evansville, Ind. 410
WJQS — Jackson, Miss. 470
WJR — Detroit, Mich. 455
WJRD — Tuscaloosa, Ala. 326
WJRI — Lenoir, N. C. 526
WJTN — Jamestown, N. Y. 502
WJVA — South Bend, Ind. 413
WJVB — Jacksonville Beach, Fla. 375
WJW — Cleveland, O. 541
WJWL — Georgetown, Del. 368
WJWS — South Hill, Va. 632
WJXN — Jackson, Miss. 470
WJZM — Clarksville, Tenn. 591
WKAB — Mobile, Ala. 323
WKAI — Macomb, Ill. 404
WKAL — Rome, N. Y. 517
WKAM — Warsaw, Ind. 414
WKAN — Kankakee, Ill. 403
WKAP — Allentown, Pa. 560
WKAQ — San Juan, P. R. 662
WKAT — Miami Beach, Fla. 377
WKAY — Glasgow, Ky. 427
WKBC — North Wilkesboro, N. C. 527
WKBH — La Crosse, Wis. 647
WKBI — St. Mary's, Pa. 576
WKBN — Youngstown, Ohio 547
WKBO — Harrisburg, Pa. 567
WKBR — Manchester, N. H. 488
WKBS — Oyster Bay, N. Y. 513
WKBV — Richmond, Ind. 412
WKBW — Buffalo, N. Y. 499
WKBZ — Muskegon, Mich. 460
WKCT — Bowling Green, Ky. 426
WKDA — Nashville, Tenn. 595
WKDK — Newberry, S. C. 587
WKDN — Camden, N. J. 490
WKEI — Kewanee, Ill. 404
WKEU — Griffin, Ga. 388
WKEY — Covington, Va. 626
WKGN — Knoxville, Tenn. 593
WKHM — Jackson, Mich. 458
WKIC — Hazard, Ky. 428
WKID — Urbana, Ill. 408
WKIK — Leonardtown, Md. 443
WKIN — Kingsport, Tenn. 593
WKIP — Poughkeepsie, N. Y. 514
WKJB — Mayaquez, P. R. 661
WKJG — Ft. Wayne, Ind. 410
WKKO — Cocoa, Fla. 372
WKLA — Ludington, Mich. 459
WKLF — Clanton, Ala. 318
WKLI — Sparta, Wis. 651
WKLK — Cloquet, Minn. 462
WKLO — Louisville, Ky. 429
WKLV — Blackstone, Va. 625
WKLY — Hartwell, Ga. 388
WKMF — Flint, Mich. 456
WKMH — Detroit, Mich. 456
WKMI — Kalamazoo, Mich. 458
WKMT — Kings Mountain, N. C. 525
WKNA — Charleston, W. Va. 640
WKNB — New Britain, Conn. 366
WKNE — Keene, N. H. 488
WKNK — Muskegon, Mich. 460
WKNX — Saginaw, Mich. 461
WKNY — Kingston, N. Y. 502
WKOK — Sunbury, Pa. 578
WKOP — Binghamton, N. Y. 497
WKOV — Wellston, Ohio 546
WKOW — Madison, Wis. 647
WKOX — Framingham, Mass. 446
WKOY — Bluefield, W. Va. 640
WKOZ — Kosciusko, Miss. 470
WKPA — New Kensington, Pa. 571
WKPT — Kingsport, Tenn. 593
WKRC — Cincinnati, O. 537
WKRG — Mobile, Ala. 323
WKRM — Columbia, Tenn. 591
WKRO — Cairo, Ill. 397
WKRS — Waukegan, Ill. 408
WKRT — Cortland, N. Y. 499
WKRZ — Oil City, Pa. 571
WKSB — Milford, Del. 368
WKSR — Pulaski, Tenn. 596
WKST — New Castle, Pa. 571
WKTG — Thomasville, Ga. 392
WKTM — Mayfield, Ky. 429
WKTY — La Crosse, Wis. 647
WKUL — Cullman, Ala. 318
WKVA — Lewiston, Pa. 569
WKVM — San Juan, P. R. 662
WKWF — Key West, Fla. 375
WKWK — Wheeling, W. Va. 644
WKXL — Concord, N. H. 488
WKXY — Sarasota, Fla. 379
WKY — Oklahoma City, Okla. 551
WKYB — Paducah, Ky. 430
WKYR — Keyser, W. Va. 642
WKYW — Louisville, Ky. 429
WKZO — Kalamazoo, Mich. 458
WLAC — Nashville, Tenn. 595
WLAD — Danbury, Conn. 365
WLAG — La Grange, Ga. 389
WLAK — Lakeland, Fla. 375
WLAM — Lewiston, Me. 438
WLAN — Lancaster, Pa. 568
WLAP — Lexington, Ky. 428
WLAQ — Rome, Ga. 390
WLAR — Athens, Tenn. 590
WLAT — Conway, S. C. 585
WLAU — Laurel, Miss. 470
WLAV — Grand Rapids, Mich. 457
WLAY — Muscle Shoals, Ala. 324
WLBB — Carrollton, Ga. 385
WLBC — Muncie, Ind. 412
WLBE — Leesburg, Fla. 375
WLBG — Laurense, S. C. 587
WLBH — Mattoon, Ill. 404
WLBJ — Bowling Green, Ky. 426
WLBK — DeKalb, Ill. 402
WLBN — Lebanon, Ky. 428
WLBR — Lebanon, Pa. 569
WLBS — Birmingham, Ala. 317
WLBZ — Bangor, Me. 438
WLCK — Campbellsville, Ky. 426
WLCM — Lancaster, S. C. 586
WLCR — Torrington, Conn. 367
WLCS — Baton Rouge, La. 432
WLCX — La Crosse, Wis. 647
WLDY — Ladysmith, Wis. 647
WLDS — Jacksonville, Ill. 403
WLEA — Hornell, N. Y. 501
WLEC — Sandusky, Ohio 545
WLEE — Richmond, Va. 630

WLET — Toccoa, Ga. 392
WLEU — Erie, Pa. 564
WLEW — Bad Axe, Mich. 453
WLEX — Lexington, Ky. 428
WLFH — Little Falls, N. Y. 502
WLIB — New York, N. Y. 505
WLIL — Lenoir City, Tenn. 594
WLIO — East Liverpool, O. 543
WLIP — Kenosha, Wis. 647
WLLH — Lowell-Lawrence, Mass. 447
WLMJ — Jackson, O. 544
WLNA — Peekskill, N. Y. 514
WLNH — Laconia, N. H. 488
WLOA — Braddock, Pa. 562
WLOE — Leaksville, N. C. 526
WLOF — Orlando, Fla. 377
WLOG — Logan, W. Va. 642
WLOH — Princeton, W. Va. 643
WLOI — LaPorte, Ind. 412
WLOK — Lima, O. 544
WLOL — Minneapolis, Minn. 465
WLON — Lincolnton, N. C. 526
WLOS — Asheville, N. C. 520
WLOU — Louisville, Ky. 429
WLOW — Norfolk, Va. 629
WLOX — Biloxi-Gulfport, Miss. 467
WLPM — Suffolk, Va. 632
WLPO — LaSalle, Ill. 404
WLRP — New Albany, Ind. 412
WLS — Chicago, Ill. 401
WLSD — Big Stone Gap, Va. 625
WLSE — Wallace, N. C. 530
WLSH — Lansford, Pa. 568
WLSI — Pikeville, Ky. 431
WLSM — Louisville, Miss. 471
WLTC — Gastonia, N. C. 523
WLVA — Lynchburg, Va. 628
WLW — Cincinnati, O. 537
WLYC — Williamsport, Pa. 579
WLYN — Lynn, Mass. 447
WMAJ — State College, Pa. 578
WMAK — Nashville, Tenn. 596
WMAL — Washington, D. C. 370
WMAM — Marinette, Wis. 648
WMAN — Mansfield, O. 544
WMAP — Monroe, N. C. 526
WMAQ — Chicago, Ill. 401
WMAS — Springfield, Mass. 449
WMAW — Menominee, Mich. 459
WMAY — Springfield, Ill. 407
WMAZ — Macon, Ga. 389
WMBC — Macon, Miss. 471
WMBD — Peoria, Ill. 406
WMBG — Richmond, Va. 631
WMBH — Joplin, Mo. 475
WMBL — Morehead City, N. C. 527
WMBM — Miami Beach, Fla. 377
WMBN — Petoskey, Mich. 460
WMBO — Auburn, N. Y. 495
WMBR — Jacksonville, Fla. 374
WMBS — Uniontown, Pa. 578
WMC — Memphis, Tenn. 595
WMCA — New York, N. Y. 505
WMCK — McKeesport, Pa. 569
WMDC — Hazlehurst, Miss. 469
WMDD — Fajardo, P. R. 661
WMDN — Midland, Mich. 459
WMEV — Marion, Va. 628
WMEX — Boston, Mass. 445
WMFC — Monroeville, Ala. 323
WMFD — Wilmington, N. C. 531
WMFG — Hibbing, Minn. 463
WMFJ — Daytona Beach, Fla. 372
WMFR — High Point, N. C. 525
WMFS — Chattanooga, Tenn. 591
WMGA — Moultrie, Ga. 390
WMGM — New York, N. Y. 505
WMGR — Bainbridge, Ga. 385
WMGW — Meadville, Pa. 569
WMGY — Montgomery, Ala. 323
WMID — Atlantic City, N. J. 489
WMIE — Miami, Fla. 376
WMIK — Middlesboro, Ky. 430
WMIL — Milwaukee, Wis. 649
WMIN — St. Paul, Minn. 466
WMIQ — Iron Mountain, Mich. 458
WMIS — Natchez, Miss. 471
WMIX — Mt. Vernon, Ill. 405
WMJM — Cordele, Ga. 386
WMLS — Sylacauga, Ala. 325
WMLT — Dublin, Ga. 387
WMMB — Melbourne, Fla. 376
WMMN — Fairmont, W. Va. 641
WMMT — McMinnville, Tenn. 594
WMMW — Meriden, Conn. 366
WMNB — North Adams, Mass. 448
WMNC — Morganton, N. C. 527
WMNE — Menomonie, Wis. 648
WMOA — Marietta, O. 544
WMOC — Covington, Ga. 387
WMOD — Moundsville, W. Va. 642
WMOG — Brunswick, Ga. 385
WMOH — Hamilton, O. 543
WMOK — Metropolis, Ill. 405
WMON — Montgomery, W. Va. 642
WMOU — Berlin, N. H. 488
WMOX — Meridian, Miss. 471
WMOZ — Mobile, Ala. 323
WMPA — Aberdeen, Miss. 467
WMPM — Smithfield, N. C. 529
WMPS — Memphis, Tenn. 595
WMRA — Myrtle Beach, S. C. 587
WMRF — Lewistown, Pa. 569
WMRN — Marion, O. 544
WMRO — Aurora, Ill. 397
WMRP — Flint, Mich. 456
WMRY — New Orleans, La. 435
WMSA — Massena, N. Y. 503
WMSC — Columbia, S. C. 584
WMSL — Decatur, Ala. 318
WMT — Cedar Rapids, Iowa 415
WMTC — Vancleve, Ky. 431
WMTE — Manistee, Mich. 459
WMTR — Morristown, N. J. 490
WMTS — Murfreesboro, Tenn. 595
WMUR — Manchester, N. H. 488
WMUS — Muskegon, Mich. 460
WMUU — Greenville, S. C. 586
WMVA — Martinsville, Va. 628
WMVG — Milledgeville, Ga. 389
WMVO — Mt. Vernon, Ohio 545
WMYR — Ft. Myers, Fla. 373
WNAB — Bridgeport, Conn. 365
WNAC — Boston, Mass. 445
WNAE — Warren, Pa. 578
WNAG — Grenada, Miss. 469
WNAH — Nashville, Tenn. 596
WNAM — Neenah-Menasha, Wis. 649
WNAO — Raleigh, N. C. 527
WNAR — Norristown, Pa. 571
WNAT — Natchez, Miss. 471
WNAV — Annapolis, Md. 441
WNAW — North Adams, Mass. 448
WNAX — Yankton, S. D. 590
WNBC — New York, N. Y. 505
WNBF — Binghamton, N. Y. 497

WNBH — New Bedford, Mass. 448
WNBS — Murray, Ky. 430
WNBZ — Saranac Lake, N. Y. 517
WNCA — Siler City, N. C. 529
WNCC — Barnsboro, Pa. 561
WNDB — Daytona Beach, Fla. 373
WNDR — Syracuse, N. Y. 517
WNEB — Worcester, Mass. 451
WNEL — San Juan, P. R. 662
WNER — Live Oak, Fla. 375
WNEW — New York, N. Y. 507
WNEX — Macon, Ga. 389
WNGO — Mayfield, Ky. 429
WNHC — New Haven, Conn. 367
WNJR — Newark, N. J. 490
WNLA — Indianola, Miss. 470
WNLC — New London, Conn. 367
WNLK — Norwalk, Conn. 367
WNMP — Evanston, Ill. 403
WNNC — Newton, N. C. 527
WNNJ — Newton, N. J. 491
WNNT — Warsaw, Va. 632
WNOE — New Orleans, La. 435
WNOK — Columbia, S. C. 584
WNOP — Newport, Ky. 430
WNOR — Norfolk, Va. 629
WNOS — High Point, N. C. 525
WNOW — York, Pa. 581
WNOX — Knoxville, Tenn. 593
WNPT — Tuscaloosa, Ala. 326
WNRC — New Rochelle, N. Y. 503
WNRV — Narrows, Va. 629
WNVA — Norton, Va. 629
WNXT — Portsmouth, Ohio. 545
WOAI — San Antonio, Tex. 617
WOAP — Owosso, Mich. 460
WOAY — Oak Hill, W. Va. 643
WOBS — Jacksonville, Fla. 374
WOBT — Rhinelander, Wis. 650
WOC — Davenport, Iowa 416
WOCB — West Yarmouth 449
WOHI — East Liverpool, O. 543
WOHP — Bellefontaine, O. 534
WOHS — Shelby, N. C. 529
WOKE — Oak Ridge, Tenn. 596
WOKO — Albany, N. Y. 495
WOKW — Sturgeon Bay, Wis. 651
WOKY — Milwaukee, Wis. 649
WOKZ — Alton, Ill. 397
WOL — Washington, D. C. 370
WOLF — Syracuse, N. Y. 517
WOLS — Florence, S. C. 585
WOMI — Owensboro, Ky. 430
WOMT — Manitowoc, Wis. 648
WOND — Pleasantville, N. J. 491
WONE — Dayton, O. 542
WONN — Lakeland, Fla. 375
WONW — Defiance, O. 542
WOOD — Grand Rapids, Mich. 457
WOOF — Dothan, Fla. 319
WOOK — Washington, D. C. 371
WOOW — New Bern, N. C. 527
WOPA — Oak Park, Ill. 405
WOPI — Bristol, Tenn. 590
WOR — New York, N. Y. 507
WORA — Mayaguez, P. R. 661
WORC — Worcester, Mass. 451
WORD — Spartanburg, S. C. 587
WORK — York Pa. 581
WORL — Boston, Mass. 445
WORZ — Orlando, Fla. 378
WOSA — Wausau, Wis. 652
WOSC — Fulton, N. Y. 501
WOSH — Oshkosh, Wis. 649
WOTW — Nashua, N. H. 489
WOV — New York, N. Y. 511
WOW — Omaha, Neb. 486
WOWL — Florence, Ala. 319
WOWO — Ft. Wayne, Ind. 410
WOXF — Oxford, N. C. 527
WOZK — Ozark, Ala. 324
WPAB — Ponce, P. R. 661
WPAC — Patchogue, N. Y. 514
WPAD — Paducah, Ky. 430
WPAG — Ann Arbor, Mich. 453
WPAL — Charleston, S. C. 583
WPAM — Pottsville, Pa. 575
WPAQ — Mt. Airy, N. C. 527
WPAR — Parkersburg, W. Va. 643
WPAT — Paterson, N. J. 491
WPAW — Pawtucket, R. I. 581
WPAX — Thomasville, Ga. 392
WPAY — Portsmouth, O. 545
WPAZ — Pottstown, Pa. 575
WPBB — Jackson, Ala. 321
WPBC — Minneapolis, Minn. 465
WPCF — Panama City, Fla. 378
WPCT — Putnam, Conn. 367
WPDQ — Jacksonville, Fla. 374
WPDR — Portage, Wis. 649
WPDX — Clarksburg, W. Va. 641
WPEL — Montrose, Pa. 569
WPEN — Philadelphia, Pa. 574
WPEO — Peoria, Ill. 406
WPEP — Taunton, Mass. 449
WPFB — Middletown, O. 544
WPFP — Park Falls, Wis. 649
WPGH — Pittsburgh, Pa. 574
WPGW — Portland, Ind. 412
WPIC — Sharon, Pa. 577
WPID — Piedmont, Ala. 324
WPIK — Alexandria, Va. 625
WPIN — St. Petersburg, Fla. 379
WPIT — Pittsburgh, Pa. 574
WPJB — Providence, R. I. 582
WPKE — Pikeville, Ky. 431
WPKY — Princeton, Ky. 431
WPLA — Plant City, Fla. 378
WPLH — Huntington, W. Va. 641
WPME — Punxsutawney, Pa. 575
WPMP — Pascagoula, Miss. 471
WPNF — Brevard, N. C. 521
WPNX — Phenix City, Ala. 324
WPOR — Portland, Me. 439
WPPA — Pottsville, Pa. 575
WPRA — Mayaguez, P. R. 661
WPRC — Lincoln, Ill. 404
WPRE — Prarie du Chien, Wis. 650
WPRO — Providence, R. I. 582
WPRP — Ponce, P. R. 661
WPRS — Paris, Ill. 405
WPRT — Prestonburg, Ky. 431
WPTF — Raleigh, N. C. 528
WPTR — Albany, N. Y. 496
WPTW — Piqua, O. 545
WPTX — Lexington Park, Md. 443
WPUV — Pulaski, Va. 630
WPWA — Chester, Pa. 562
WPXY — Punxsutawney, Pa. 576
WQAM — Miami, Fla. 376
WQAN — Scranton, Pa. 577
WQBC — Vicksburg, Miss. 472
WQUA — Moline, Ill. 405
WQXI — Atlanta, Ga. 384
WQXR — New York, N. Y. 513
WRAC — Racine, Wis. 650

WRAD — Radford, Va. 630
WRAG — Carrollton, Ala. 318
WRAK — Williamsport, Pa. 579
WRAL — Raleigh, N. C. 528
WRAP — Norfolk, Va. 629
WRAW — Reading, Pa. 576
WRAY — Princeton, Ind. 412
WRBC — Jackson, Miss. 470
WRBL — Columbus, Ga. 386
WRC — Washington, D. C. 371
WRCO — Richland Center, Wis. 650
WRCS — Ahoskie, N. C. 520
WRDB — Reedsburg, Wis. 650
WRDO — Augusta, Me. 437
WRDW — Augusta, Ga. 385
WREB — Holyoke, Mass. 447
WREC — Memphis, Tenn. 595
WREL — Lexington, Va. 628
WREN — Topeka, Kan. 425
WREV — Reidsville, N. C. 528
WRFC — Athens, Ga. 383
WRFD — Worthington, O. 546
WRFS — Alexander City, Ala. 316
WRFW — Eau Claire, Wis. 646
WRGA — Rome, Ga. 390
WRHC — Jacksonville, Fla. 375
WRHI — Rock Hills, S. C. 587
WRHT — Griffin, Ga. 388
WRIA — Caguas, P. R. 659
WRIB — Providence, R. I. 582
WRIC — Richlands, Va. 630
WRIO — Rio Piedras, P. R. 661
WRIS — Roanoke, Va. 632
WRJN — Racine, Wis. 650
WRJW — Picayune, Miss. 472
WRKD — Rockland, Me. 439
WRLD — Lanette, Ala. 321
WRMA — Montgomery, Ala. 324
WRMN — Elgin, Ill. 402
WRNL — Richmond, Va. 631
WRNY — Rochester, N. Y. 515
WROB — West Point, Miss. 472
WROD — Daytona Beach, Fla. 373
WROK — Rockford, Ill. 406
WROL — Knoxville, Tenn. 593
WROM — Rome, Ga. 390
WRON — Ronceverte, W. Va. 643
WROS — Scottsboro, La. 325
WROV — Roanoke, Va. 632
WROW — Albany, N. Y. 496
WROX — Clarksdale, Miss. 468
WROY — Carmi, Ill. 397
WRR — Dallas, Tex. 604
WRRF — Washington, N. C. 530
WRRZ — Clinton, N. C. 522
WRSW — Warsaw, Ind. 414
WRTA — Altoona, Pa. 560
WRUF — Gainesville, Fla. 374
WRUM — Rumford, Me. 441
WRUN — Utica-Rome, N. Y. 518
WRVA — Richmond, Va. 631
WRWS — Russellville, Ky. 431
WRXO — Roxboro, N. C. 529
WSAI — Cincinnati, O. 537
WSAL — Logansport, Ind. 412
WSAM — Saginaw, Mich. 461
WSAN — Allentown, Pa. 560
WSAR — Fall River, Mass. 446
WSAT — Salisbury, N. C. 529
WSAU — Wausau, Wis. 652
WSAV — Savannah, Ga. 391
WSAY — Rochester, N. Y. 515
WSAZ — Huntington, W. Va. 642
WSB — Atlanta, Ga. 383
WSBA — York, Pa. 581
WSBB — New Smyrna Beach, Fla. 377
WSBC — Chicago, Ill. 401
WSBT — South Bend, Ind. 413
WSCR — Scranton, Pa. 577
WSDR — Sterling, Ill. 408
WSFA — Montgomery, Ala. 324
WSFC — Somerset, Ky. 431
WSFT — Thomaston, Ga. 392
WSGC — Elberton, Ga. 388
WSGN — Birmingham, Ala. 317
WSGW — Saginaw, Mich. 461
WSHB — Stillwater, Minn. 466
WSIC — Stateville, N. C. 530
WSID — Baltimore, Md. 442
WSIP — Paintsville, Ky. 430
WSIR — Winter Haven, Fla. 381
WSIV — Pekin, Ill. 405
WSIX — Nashville, Tenn. 596
WSJS — Winston-Salem, N. C. 531
WSKB — McComb, Miss. 471
WSKI — Montpelier-Barre, Vt. 624
WSKY — Asheville, N. C. 520
WSLB — Ogdensburg, N. Y. 513
WSLI — Jackson, Miss. 470
WSLM — Salem, Ind. 413
WSLS — Roanoke, Va. 632
WSM — Nashville, Tenn. 596
WSMB — New Orleans, La. 435
WSMI — Litchfield, Ill. 404
WSMT — Sparta, Tenn. 597
WSNJ — Bridgeton, N. J. 489
WSNW — Seneca, S. C. 587
WSNY — Schenectady, N. Y. 517
WSOC — Charlotte, N. C. 521
WSOK — Nashville, Tenn. 596
WSON — Henderson, Ky. 528
WSOO — Sault Ste. Marie, Mich. 461
WSOY — Decatur, Ill. 402
WSPA — Spartanburg, S. C. 588
WSPB — Sarasota, Fla. 379
WSPC — Anniston, Ala. 316
WSPD — Toledo, O. 546
WSPR — Springfield, Mass. 449
WSPT — Stevens Point, Wis. 651
WSRS — Cleveland, O. 541
WSSB — Durham, N. C. 522
WSSC — Sumter, S. C. 588
WSSO — Starkville, Miss. 472
WSSV — Petersburg, Va. 630
WSTC — Stamford, Conn. 367
WSTP — Salisbury, N. C. 529
WSTR — Sturgis, Mich. 461
WSTV — Steubenville, O. 546
WSUN — St. Petersburg, Fla. 379
WSVA — Harrisonburg, Va. 628
WSVS — Crewe, Va. 626
WSWN — Belle Glade, Fla. 372
WSYB — Rutland, Vt. 624
WSYD — Mt. Airy, N. C. 527
WSYR — Syracuse, N. Y. 517
WTAC — Flint, Mich. 456
WTAD — Quincy, Ill. 406
WTAG — Worcester, Mass. 451
WTAL — Tallahassee, Fla. 380
WTAM — Cleveland, O. 541
WTAN — Clearwater, Fla. 372
WTAO — Cambridge, Mass. 446
WTAQ — LaGrange, Ill. 404
WTAR — Norfolk, Va. 629
WTAW — College Station, Tex. 602

WTAX — Springfield, Ill. 407
WTBC — Tuscaloosa, Ala. 326
WTBF — Troy, Ala. 326
WTBO — Cumberland, Md. 443
WTCH — Shawano, Wis. 650
WTCJ — Tell City, Ind. 413
WTCM — Traverse City, Mich. 461
WTCN — Minneapolis-St. Paul, Minn. 465
WTCO — Campbellsville, Ky. 426
WTCW — Whitesburg, Ky. 431
WTEL — Philadelphia, Pa. 574
WTHI — Terre Haute, Ind. 413
WTHT — Hartford, Conn. 366
WTIC — Hartford, Conn. 366
WTIK — Durham, N. C. 522
WTIL — Mayaguez, P. R. 661
WTIM — Taylorville, Ill. 408
WTIP — Charleston, W. Va. 641
WTIX — New Orleans, La. 436
WTJH — East Point, Ga. 387
WTJS — Jackson, Tenn. 592
WTKM — Hartford, Wis. 646
WTMA — Charleston, S. C. 584
WTMC — Ocala, Fla. 377
WTMJ — Milwaukee, Wis. 649
WTMV — East St. Louis, Ill. 402
WTNC — Thomasville, N. C. 530
WTND — Orangeburg, S. C. 587
WTNJ — Trenton, N. J. 492
WTNT — Tallahasse, Fla. 380
WTNS — Coshocton, N. C. 542
WTOB — Winston-Salem, N. C. 531
WTOC — Savannah, Ga. 391
WTOD — Toledo, O. 546
WTOK — Meridian, Miss. 471
WTOL — Toledo, O. 546
WTON — Staunton, Va. 632
WTOP — Washington, D. C. 371
WTOR — Torrington, Conn. 368
WTPR — Paris, Tenn. 596
WTPS — New Orleans, La. 436
WTRC — Elkhart, Ind. 409
WTRF — Bellaire, O. 534
WTRL — Bradentown, Fla. 372
WTRP — La Grange, Ga. 389
WTRR — Sanford, Fla. 379
WTRW — Two Rivers, Wis. 651
WTRY — Troy, N. Y. 518
WTSA — Brattleboro, Vt. 624
WTSB — Lumberton, N. C. 526
WTSL — Hanover-Lebanon, N. H. 488
WTSP — St. Petersburg, Fla. 379
WTSV — Claremont, N. H. 488
WTTH — Port Huron, Mich. 460
WTTM — Trenton, N. J. 492
WTTN — Watertown, Wis. 651
WTTR — Westminster, Md. 444
WTTS — Bloomington, Ind. 409
WTUP — Tupelo, Miss. 472
WTUS — Tuskegee, Ala. 326
WTUX — Wilmington, Del. 369
WTVB — Coldwater, Mich. 455
WTVH — Peoria, Ill. 406
WTVL — Waterville, Me. 441
WTWA — Thomson, Ga. 392
WTWN — St. Johnsbury, Vt. 625
WTXL — West Springfield, Mass. 449
WTYC — Rock Hill, S. C. 587
WTYS — Marianna, Fla 376
WULA — Eufaula, Ala. 319
WUSJ — Lockport, N. Y. 502
WUSN — Charleston, S. C. 584
WUST — Washington, Md. 442
WVAM — Altoona, Pa. 561
WVCG — Coral Gables, Fla. 372
WVCH — Chester, Pa. 562
WVDA — Boston, Mass. 445
WVEC — Hampton, Va. 628
WVET — Rochester, N. Y. 515
WVIM — Vicksburg, Miss. 472
WVJP — Caguas, P. R. 661
WVJS — Owensboro, Ky. 430
WVKO — Columbus, O. 542
WCLK — Lexington, Ky. 428
WVLN — Olney, Ill. 405
WVMC — Mount Carmel, Ill. 405
WVMI — Biloxi, Miss. 467
WVNJ — Newark, N. J. 490
WVOK — Birmingham, Ala. 317
WVOM — Boston-Brookline, Mass. 445
WVOP — Vidalia, Ga. 393
WVOS — Liberty, N. Y. 502
WVOT — Wilson, N. C. 531
WVOW — Logan, W. Va. 642
WVPO — Stroudsburg, Pa. 578
WVSC — Somerset, Pa. 578
WVVW — Fairmont, W. Va. 641
WWBZ — Vineland, N. J. 492
WWCA — Gary, Ind. 410
WWCO — Waterbury, Conn. 368
WWDC — Washington, D. C. 371
WWEZ — New Orleans, La. 436
WWGP — Sanford, N. C. 529
WWGS — Tifton, Ga. 392
WWHG — Hornell, N. Y. 501
WWIN — Baltimore, Md. 442
WWJ — Detroit, Mich. 455
WWL — New Orleans, La. 436
WWNC — Asheville, N. C. 520
WWNH — Rochester, N. H. 489
WWNR — Beckley, W. Va. 640
WWNS — Statesboro, Ga. 391
WWNY — Watertown, N. Y. 519
WWOC — Manitowoc, Wis. 648
WWOD — Lynchburg, Va. 628
WWOL — Buffalo, N. Y. 499
WWON — Woonsocket, R. I. 582
WWPA — Williamsport, Pa. 581
WWPB — Miami, Fla. 377
WWPF — Palatka, Fla. 378
WWPG — Palm Beach, Fla. 378
WWRL — Woodside, N. Y. 519
WWSC — Glens Falls, N. Y. 501
WWSO — Springfield, O. 545
WWSR — St. Albans, Vt. 624
WWST — Wooster, O. 546
WWSW — Pittsburgh, Pa. 574
WWVA — Wheeling, W. Va. 644
WWWB — Jasper, Ala. 321
WWWF — Fayette, Ala. 319
WWWR — Russellville, Ala. 324
WWWW — Rio Piedras, P. R. 661
WWYO — Pineville, W. Va. 643
WXAL — Demopolis, Ala. 318
WXGI — Richmond, Va. 631
WXLW — Indianapolis, Ind. 411
WXOK — Baton Rouge, La. 433
WXRA — Buffalo-Kenmore, N. Y. 499
WXRF — Guayama, P. R. 661
WXYZ — Detroit, Mich. 455
WYVE — Wytheville, Va. 633
WZIP — Covington, Ky. 426
WZOB — Ft. Payne, Ala. 320

ALABAMA

Pop. Feb. 1, 1954 (Est.) 3,184,000 — Families 791,000
Radio Homes — 655,000 — TV Homes — 280,500 — Stations in State 89

WAVU
ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 250
Phone Number 630
News Service .....AP
Transcription Service .....World
Ptnr., Sta. Mgr.....Pat M. Courington
Commercial Manager.....Jim Thompson
Prog. Dir.....Mel Evans
Chief Engineer.....R. W. Hoffman
Publicity Director.....Jesse Culp

WRFS
ALEXANDER CITY—1947
KEYSTONE

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....Main St.
Phone Number .....Adams 4-2563
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
President.....James L. Coley
Gen.-Station-Com. Mgr.....Jim Whatley
Prog. Dir.....Bob McKinnon
Chief Engineer.....James W. Whatley

WCTA
ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Air Time.....Full Time
Owned-Operated By..Andalusia Bcstg. System
Address .....Sanford Rd.
Phone 1100
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Walker-Dora Clayton
Membership .....NARTB
Exec. V.P., Gen. Mgr.....Dige Bishop
Commercial Manager.....Don Cooke
Program Director.....Christine Hardage
Publicity Director.....Don Cooke
Chief Engineer.....Wes Gardner

WHMA
ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone Number 2380
Air Time.....5:45 a.m.-11:05 p.m.
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
Membership .....BAB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Commercial Mgr.....R. A. Davidson
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....Teena Taylor
Chief Engineer.....James A. Hudson

WSPC
ANNISTON—1949—MBS

Frequency: 1390 Kc.....Power: 5000 Watts d; 1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone 1850-51
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Walker & Dora-Clayton
Pres., Gen., Sta. Mgr.....W. S. Weatherly
Commercial Manager.....John M. Orrison
Program Director.....Rosebud Waldrop
Chief Engineer.....Winfred B. Kennedy

WJMW
ATHENS—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....Hine St.
Phone Number 565
News Service .....AP
Pres.-Gen.-Comm. Mgr....Homer F. Dunnavant
Pgm., Prom., News Dir....Robert V. Dunnavant
Chief Engineer.....William G. Mitchell

WATM
ATMORE—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address.....P. O. Box 59
Phone 50
News Service .....AP
Transcription Service .....World
Partner.....T. C. Miniard
Partner.....Grady L. Ingram
General Manager.....T. C. Miniard
Commercial Manager.....Sam Ford
Program Director.....Julia Miniard
Chief Engineer.....T. C. Miniard

WAUD
AUBURN—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number 1240
Air Time.....6 a.m.-Midnight
News Service .....AP
Transcription Service .....Associated
Pres., Gen.-Station Mgr.....Elmer G. Salter
Sales Prom. Dir.....Lowell E. Takles

Chief Engineer.....Lawrence Dobbins
Publicity Dir.....Elmer G. Salter

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Bessemer Bcstg. Co., Inc.
Business Address.....Box 606
Phone .....Bessemer 5-5241
Air Time.....6 a.m.-11 p.m.
Representative.....Natz, Forjoe, etc.
Pres., Gen. Mgr.....J. E. Lanier
Program Director.....E. Faush
Com. Mgr.....Hal Falter
Chief Engineer.....Jack Warden

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Television Corp.
Address.....P. O. Box 2553
Phone Number 4-2466
News Service.....AP, UP
Representative.....Radio Sales (CBS)
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Henry P. Johnston
Asst. to Pres.....Ray F. Furr
Mgr. of Radio Operations.....Herbert Martin
Publicity Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address.....1727½ 2nd Ave., N.
Phone Number.....4-4701
News Service.....INS, AP
Transcription Service .....Capitol
Representative.....Paul H. Raymer Co.
V.P., Gen. Mgr.....J. Robert Kern
Program Director.....Fox Lightfoot
Sta. Mgr., Com. Mgr.....James E. Bailey

WCRT

BIRMINGHAM—1953

Freqnency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
Phone Number 7-3019
Pres., Prog. Dir.....George K. Chapman
General Manager.....Rudy C. Clark
Dir. of News.....Ray Shader
Chief Engineer.....William Chapman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Phone Number 40925
Partner.....J. L. Doss
Gen. Mgr.....John A. Thompson
Chief Engineer.....John F. Cram

WILD

BIRMINGHAM—1945—MBS

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pilot Bcstg. Corp.
Address .....Essex House
Phone Number 53-4977
President.....George A. Mattison, Jr.
General Manager.....Don D. Campbell
Commercial Mgr.....J. B. Roberts
News Service .....UP
Rep. .....H-R Representatives
Program Director.....Charles White McGehee
Sales Prom., Pub.....W. E. Mattison
Chief Engineer.....Ray Lowery

WJLD

BIRMINGHAM—1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Phone No. 54-3466
News Service .....AP
Representative .....Interstate
Pres.-Gen. Mgr.....George Johnston, Jr.
Station Manager.....James Connolly
Program Director.....Jane Martindale
Comm., Sales Manager.....Joe Brewer
Chief Engineer.....Maurice McKinney

WLBS

BIRMINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....212 N. 13th St.
Phone Number 54-2541
President.....E. D. Rivers
General Manager.....Wm. Randall
Chief Engineer.....Gordon Bishop

WSGN

BIRMINGHAM—1926—ABC

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Oper.....Jemison Bcstg. Co., Inc.
Phone Number.....4-3434
News Service.....AP
Transcription Service .....Thesaurus
Air Time.....Full Time
Representative. ..... Avery-Knodel
President.....Bascom Hopson
Comm. Mgr.....G. O. Privett
Program Director.....Dave Campbell
Publicity Director.....Mary Childers
Chief Engineer.....Jack Shea

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.

Business Address.....P. O. Box 2468,
Phone Number 6-2924
Air Time .....Daytime
News Service .....UP
Representative.....Radio Reps., Inc.
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....Ira Leslie
Chief Engineer.....R. G. Blaskow

WEBJ

BREWTON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Box 870
Phone Number.....1000
News Service .....AP
Transcription Service.....SESAC, Capitol
Representative .....Dora-Clayton
Pres., Gen. Mgr.....W. Emmett Brooks
Program Director.....C. E. Land
Chief Engineer.....J. A. Sikes

WRAG

CARROLLTON—1951—KBS

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
Phone Number 2364
News Service .....UP
Co-Owners.....Roth E. Hook, W. E. Farrar
Gen. Mgr.....Douglas Reeh
Program Directro.....Gladys Estis
Chief Engineer.....Earl Johnson

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address.....P. O. Box 110
Phone Number 448
News Service.....AP
Transcription Service .....World
President.....Dr. J. Kelley Robinson
Gen., Sta., Sales Mgr.....Leland L. Hudson
Pgm., Pub. Dir.....Helen Parrish
Chief Engineer.....Lester Carter

WFMH

CULLMAN—1950

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
Phone No. 910
News Service.....AP
Transcription Service..Associated & Thesaurus
Pres., Partner, Gen. Mgr.....B. C. Eddins

WKUL

CULLMAN—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Bus., Studio, Trans. Address....P. O. Box 211
Phone Number 863
News Service .....UP
Pres., Gen. Mgr.....Hudson C. Millar, Jr.
Program Director.....Ralph Mann
Chief Engineer.....Arthur Bachmann

WAJF

DECATUR—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. B. Falt, Jr.
Business Address.....112 Grant Street
Phone Number 4016
Air Time.....Full Time
News Service .....UP
Transcription Service .....Langworth
Station Representative.....Sears & Ayer, Inc.
President.....J. B. Falt, Jr.
Station Manager.....Cletus Quick
Comm. Mgr.....Eugene Harwell
Chief Engineer.....Prince Jones

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Phone Number 991-992
Air Time .....Sunrise-Sunset
News Service.....UP, AP
Partners.....Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.....Louis C. Blizzard
Pgm. Dir.....Jerry Greigs
Prom. Mgr.....Jim Fouts
Chife Eng.....G. Upton

WMSL

DECATUR—1953—KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley Bcstg. Co.
Address.....703 Bank St.
Phone Number 802-803
News Service .....AP
Pres., Gen. Mgr.....Frank Whisenant
Pgm. Dir.....Robert E. Gleason
Chief Engineer.....Garlan Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Phone Number 400
News Service .....AP
Transcription Service.....World
Pres., General Manager.....W. M. Jordan
Commercial Manager.....Henry J. Bley
Pgm. Dir.....Marsha James
Chief Engineer.....Barry Collins

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.

Address.....204½ E. Main Street
Phone Number.....2-9100
Air Time.....5 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
General Manager.....Julian C. Smith
Sales Prom. Mgr.....Eugene S. McClintic
Comm. Mgr.....Fred C. Moseley
Publicity Director.....Pat Elliott
Program Director.....Lamar Trammell
Chief Engineer.....Havard T. Kawlinson

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone Number.....3-4100
News Service .....UP
Representative .....Cummings, Reiner
Pres., Gen. Mgr.....Jess Swicegood
Prog. Dir.....Earl Hutto
Chief Engineer.....Charles Lawshe

WOOF

DOTHAN—1948—KBS

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address.....110 So. Foster
Phone Number 2-5600
News Service .....UP
Transcription Service.....SESAC
Representative .....Thomas F. Clark
Membership.....NARTB, BAB
Station Manager.....R. A. Dowling, Jr.
General Manager.....Agatha Gay
Commercial Manager.....Gus Cotter
Chief Engineer.....Sol Azar

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Phone Number 30
News Service .....AP
Transcription Service.....Langworth
Gen. Mgr.....R. E. James
Com. Mgr.....Fred S. Watson
Prom. Dir.....E. E. Vinson

WULA

EUFAULA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address....Radio Bldg.
Phone Number 745
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Gen. Mgr., Co-Owner.....Edward B. Fussell
Publicity Director.....Sara Bush
Chief Engineer.....Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address .....Jasper, Ala.
Phone Number 23462
News Service .....UP
President.....W. W. Bankhead
General Manager.....James Reese
Sta., Sales Mgr.....Jack Black
Chief Engineer.....Hugh Hughes

WJOI

FLORENCE—1946—ABC-ABS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number 2608
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Commercial Manager.....Tom York
Sales Prom. Mgr.....Virginia Grey
Pub., Pgm. Dir.....Don E. Spry
Chief Engineer.....Paul Shannon

WOWL

FLORENCE—1945

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Business Address.....800 Cypress Mill Rd.
Phone Number 3-800
News Service.....AP
Air Time .....Full Time
Representative...Rambeau and Dora Clayton
Membership .....NARTB, BAB
President, Gen. Mgr.....Richard B. Biddle
Asst. Gen. Mgr.....James L. Garrett
Commercial Manager.....Dora M. Biddle
Sales Prom. Mgr.....Dick Biddle
Program Director.....Bill Mapes
Publicity Director.....Dora Biddle
Chief Engineer.....Lawrence Rohling

WHEP

FOLEY—1953

Frequency: 1310 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Alabama Gulf Radio Inc.

WFPA

FT. PAYNE—1950

Frequency: 1400 Kc.....Power: 250 watts
Owned-Oper. By.....George Gothberg's
Community Bdcstg. Co.
Address.....102 So. Gault Ave.
Phone Number 1440
News Service .....AP
President .....George Gothberg
Gen. Mgr.....Jerry Carr
Chief Engineer.....Edward Pierce

WZOB

FT. PAYNE—1950—ABS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Phone Number 1096
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Southern Radio
General Manager.....Glenn M. Gravitt
Commercial Mgr.....Irvin S. Liber
Chief Engr.....Jess R. Moore

WETO

GADSDEN—1949—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Phone Number 69201
News Service .....AP
Transcription Service .....Capitol
Partner, Gen. Mgr.....Edwin H. Estes
Partner.....Cary L. Graham
Commercial Manager.....Morton Lloyd
Program Director.....Ray Estes
Chief Engineer.....Julius Vessels

WGAD

GADSDEN—1947—ABC

Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Air Time.....17½ hrs. daily
Address .....Philipson Bldg.
Phone Number.....5641, 5642
News Service .....UP
Membership .....NARTB, BAB
Pres., Gen.-Comm., Sales
Prom. Mgr.....Curtis DeLamar
Prog., Pub. Director.....June DeLamar
Chief Engineer.....Halley D. Williams

WGWD

GADSDEN—1948

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Phone Number 6-6301
News Service .....UP
President.....Oscar P. Covington
Gen. Mgr.....J. P. Kirby
Chief Engineer.....W. G. Anderson

WJBY

GADSDEN—1927—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number 6-3381
Representative ..... Avery-Knodel
President.....Bascom H. Hopson
Sta. Mgr., Prog. Dir.....Bill Cornelius
Chief Engineer.....D. W. Bearden

WGEA

GENEVA—1953

Frequency: 1150 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Geneva County Reaper
Business Address.....Westville Road
Phone Number 456
Transcription Service.....World
Station Manager.....Robert Sidewell
Program Director.....Junior Walker
Commercial Manager.....Gene Free

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Phone Number 585
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Gen., Sta., Comm. Mgr.....W. H. Miller, Jr.
Chief Engineer.....Jim Bell

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone Number 4131
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carrell
Program Dir., News Dir.....Ray McClendon
Chief Engineer.....Lavelle Jackson

WJBB

HALEYVILLE—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Address .....Haleyville, Ala.
Phone Number 389
Air Time.....Full Time
Membership .....NARTB, ABA
Representative .....Indie Sales
President.....W. P. Thielens
Gen. Mgr.....J. L. Slatton
Program Director.....Jack McNutt
Chief Engineer.....Paul Kelly

WERH

HAMILTON—1950

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Marion County Bcstg. Co.
Address .....Box 187
Phone 3481
Air Time.....4 a.m.-Local Sunset
News Service .....UP
Transcription Service.....SESAC
Representative .....Dora-Clayton
President, Gen. Mgr.....Hugh Fite

Sta., Sales, Prom. Mgr.....C. B. Tucker
Program Director.....Johnie Lott
Publicity Director.....Hugh J. Fite
Chief Engineer.....C. B. Tucker

WEZB

HOMEWOOD—1953

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Voice of Homewood
Business Address....Hollywood Country Club
Phone Number.....2-8211
President, Gen. Mgr.....Gene Newman
Program Director.....Ganus Scarborough
Promotion Mgr.....Johnny Sap
Chief Engineer.....Verl Cisero

WBHP

HUNTSVILLE—1937—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....Fifth Ave.
Phone Number 5000
Air Time.....6 a.m.-11 p.m.
News Service.....UP
President, Gen. Mgr.....Wilton H. Pollard
Prog. Dir.....Kathryn Moore
Chief Engineer.....James Potter

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Phone Number 2424
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....Sears & Ayers
General Manager.....J. B. Falt, Jr.
Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts
Owned-Oper. By...The Huntsville Times Co.
Phone Number.....2345
Newspaper Affiliation.....Huntsville Times
News Service.....AP
Representative.....Henry E. Cummings, Gill-Keefe-Perna
Membership .....NARTB
President.....Henry P. Johnston
General Manager.....ohn F. Neal
Program Director.....Reuben Miller
Chief Engineer.....Victor Bankowski

WPBB

JACKSON—1950—KBS-MBS

Frequency: 1290.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Pres., Gen. Mgr.....T. H. Gaillard, Jr.
Program Director.....Charles Ballas
Com. Mgr.....Guy R. Hester
Prog. Dir.....Charles Ballas

WWWB

JASPER—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long Building
Phone Number 23461
Transcription Service .....Capitol
News Service .....UP
President.....W. W. Bankhead
Gen. Mgr.....James E. Ruse
Com. Mgr.....William C. Edgemon

WRLD

LANETT—1943—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg., Inc.
Address.....P. O. Box 312, West Point, Ga.
Phone Number 2-2771
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....J. C. Henderson
General Manager.....C. Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....A. L. Stancel Jr.

WJAM

MARION—1951—ABS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Neely Bcstg. Co.
Address .....Bay 221
Phone Number 7111
Transcription Service .....Capitol
Membership .....NARTB
News Service .....AP
Representative .....Southern
General Manager.....L. M. Neely, Jr.
Station Manager.....Erle W. Hanna
Chief Engineer.....Virgil Moore

WABB

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number 3-1551
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World
Representative .....Branham Co.
President.....R. B. Chandler
Executive V.P.....W. J. Hearin, Jr.
Gen. Mgr.....Dewey H. Long
Chief Engineer.....William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.

THOSE WHO KNOW FAMOUS BRANDS....

Says Henry P. Johnston, President of WAPI at Birmingham, Ala.: "From **AP** we get solid coverage backed up by The **AP's** solid prestige."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Phone Number 3-3756
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NARTB
President .....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
General Manager.....H. K. Martin
Local Commercial Manager.....A. Treadway
Pgm., Pub. Dir.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....Box 1306
Phone Number 7-6345
Air Time.....Local sunrise-local sunset
Transcription Service.....SESAC, Langworth
Representative.....Forjoe, Dora Clayton
News Service .....AP
Membership .....NARTB
General Manager.....Louise P. Pursley
Sta. Mgr., Pub. Dir.....R. H. Moore
Com. Mgr.....Herbert Johnson
Sales Prom. Mgr.....Jim Smith
Program Director.....John T. Jackson
Chief Engineer.....Gene Miller

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone Number 2-6789
Air Time.....Unlimited
News Service.....AP
Transcription Service .....Langworth
Representative.....Adam J. Young, Jr.
Membership .....BAB, NARTB
President.....Kenneth R. Giddens
Gen., Sta. Mgr.....Frank Conwell
Sales Manager.....Carl Haug
Program Director.....Richard McMullen
Publicity Director.....Shirley Rester
Chief Engineer.....F. E. Couey

WMOZ

MOBILE—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gasden Radio Co.
Phone Number 6-9201
Representative.....John E. Pearson
President .....Edwin Estes
Partner.....C. L. Graham
General Mgr.....Walter V. Turner
Chief Engineer.....Vernon Floyd

WMFC

MONROEVILLE—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Phone Number 1220
News Service .....AP
Transcription Service .....World
Gen. Mgr.....George T. Shurden
Program Director.....Jim Aycock
Chief Engineer.....Chuck Smith

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone Number 3-7569
News Service .....AP
Transcription Service .....Standard
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
Station, Commercial Manager..Hoke Williford
Sales Promotion Manager.....Frank Dudley
Program Director.....Lee Stockfelt
Chief Engineer.....Owen Lehr

WBAM

MONTGOMERY—1953

Frequency: 740 Kw...Power: 50,000 Watts d.
Owned-Oper. By.....Deep South Bcstg. Co.
Phone Number 2-3851
President .....Mrs. J. F. Richardson
General Manager.....W. J. Brennan
Program Director.....Fred U. Wamble
Chief Engineer.....Cyril G. Brennan

WCOV

MONTGOMERY—1938—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Business-Studio Address.....Exchange Hotel
Phone Number 2-5781
News Service .....UP
Representative.....O. L. Taylor Co.
Membership .....NARTB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Station Manager.....Joe Petranka
Sales Prom. Mgr.....O. M. Teate
Program Director.....Walter Spiro
Chief Engineer.....W. D. Weatherly

WJJJ

MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business-Studio Address....135 Commerce St.
Transcription Service .....Thesaurus
Representative .....Weed
President.....Joseph G. Mathews
Chief Engineer.....A. Fred Wright

WMGY

MONTGOMERY—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.

Business-Studio Address.....4 S. Perry St.
Phone 2-5245
News Service .....UP
Representative.....Forjoe & Co.
Membership .....BAB
President.....Dr. S. D. Suggs
Gen.-Comm. Manager.....Thomas W. Sewell
Sales Prom. Mgr.....C. L. Brown
Chief Engineer.....John D. Lamar

WRMA

MONTGOMERY—1953

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Business Address.....26 North Lawrence St.
Phone Number 2-1475
Transcription Service .....Associated
Representative .....McGillvra
Partner & Gen. Mgr.....Ralph M. Allgood
Partner .....Grover Wise
Chief Engineer.....Walter B. Stevenson

WSFA

MONTGOMERY—1930—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031
Phone 8361
News Service.....AP
Representative ..... Headley-Reed
Membership .....NARTB, BAB
President.....David E. Dunn
General Manager.....Lionel Baxter
Nat. Sales Mgr..... .....Julia Looney
Commercial Mgr.....Travis Williams

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230, Sheffield
News Service.....UP
Representative.....Devney & Co.
Membership .....NARTB, BAB
President.....Frank M. Farris, Jr.
General Manager.....E. O. Whitehead
Program Director.....George Manush
Chief Engineer.....Lynn V. McMoran

WCRL

ONEONTA—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By...Blount County Bcstg. Serv.
Phone Number 4871
News Service.....AP
Transcription Service .....Capitol
Gen. Mgr.....E. Glenn Abercrombie

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Phone Number.....712, 713
News Service.....UP
Transcription Service .....World
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
Station Manager.....John C. Cooper, Jr.
Commercial Manager.....E. Turk
Sls. Prom. Mgr.....G. E. Snyder
Chief Engineer.....John E. Smollon

WAMI

OPP—1952

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
Phone Number 659
News Service .....UP
President.....H. N. Lee
Gen., Com. Mgr.....Beri Moore
Chief Engineer.....Joe Osgatharp

WOZK

OZARK—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.

WPNX

PHENIX CITY—1952

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bdcstg. Co.
Address.....Phenix Girard Bank Bldg.
Phone Number 8-8787
News Service .....AP
President.....Ray M. Greene
Comm. Mgr.....Don C. Price
Prog. Dir., Chief Engineer.....Jay H. Lamb

WPID

PIEDMONT—1953

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By ....Piedmont Radio Station
Phone Number 2231
President.....C. L. Graham
General Manager.....Curt Blair
Program Director.....Frances Kerns
Prom. Mgr.....J. D. Carter
Chief Engineer.....Hamilton Masters

WELR

ROANOKE—1950—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. W. Buttram
Address.....801 N. Main St.
Phone 3811
Pres., Gen., Com. Mgr.....J. W. Buttram
Program Director.....John Hodges
Chief Engineer.....Leverne Foster

WWWR

RUSSELLVILLE—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.

Address....Bankhead-Long Bldg., Jasper, Ala.
Phone Number 647
News Service .....UP
Transcription Service .....SESAC
Representative .....Southern Radio
President.....Walter W. Bankhead
Gen. Mgr.....Hal Kirby
Pgm. Dir., Chief Engineer....Carl Van Sittert

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Phone 123
News Service .....AP
Gen. Mgr.....Pat M. Courington
Station Mgr.....Eaton P. Govan, Jr.
Program Director.....Jack Wilhelm
Chief Engineer.....James G. Wallace

WROS

SCOTSBORO—1952

Frequency: 1330 Kw...Power: 1000 Watts d.
Owned-Oper. By.....Scottsboro Bcstg. Co.
Business Address.....717 Scott St.
Phone Number 156
President.....Hugh T. Kirby
Gen., Com. Mgr.....Rose M. Kirby
Program Dir.....Clyd R. Varner
Chief Engr.....Bill Prickett

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Mc.
Address.....P. O. Box 686
Phone Number.....TRinity 4-6687
Air Time.....Full Time
Station Representative.....Hal Holman
Membership .....NARTB
President .....Oscar Covington
Gen. Mgr. & Chief Engr...John F. Townshend
Commercial Manager.....John Frazier

WHBB

SELMA—1935—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....209 Washington St.
Phone Number.....TR 4-8361
President.....B. H. Hopson
Gen., Sta., Comm. Mgr.....Julien Smith, Jr.
Program Director.....Mrs. Douglas Reynolds
Chief Engineer.....W. D. Powers, Jr.

WFEB

SYLACAUGA—1945—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address.....P. O. Box 358
Phone Number 2-3281
News Service .....UP
Air Time.....Full Time
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Chief Engineer.....Conrad Pickren

WMLS

SYLACAUGA—1948—ABS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....Box 511
Phone Number 2-4354
Air Time .....5:45 a.m.-Sunset
News Service .....AP
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog., Pub. Dir.....Robert M. Duck
Chief Engineer.....Walter Welch

WHTB

TALLADEGA—1945—MBS-KBS-ABS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Bemiston Highway
Phone Number 2205
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Representative .....Continental
Pres., Gen., Sta. Mgr.....R. A. Davidson
Commercial Manager.....Myron T. Snoddy
Program Director.....W. B. Dorriety
Chief Engineer.....David Andrews

HELP
THE
RED
CROSS

WTBF
TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number.....980-1
News Service.....AP
Transcription Service .....World
Membership .....NARTB
President .....Roy Crow
Gen. Mgr.....Jess Jorden
Commercial Mgr.....Robert Tolbert
Chief Engineer.....Joe W. Gilchrist

WJRD
TUSCALOOSA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Wilhelmina (Doss) Echols
Business-Studio Address.....2316 Broad St.
Phone Number 4464
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative..Rambeau, Clayton, Southeast
Membership .....NARTB
Gen., Sta. Mgr.....Gene Tibbett
Comm. Mgr. .....Lehman Mayer
Prog. Dir.....Roy McAllister
Chief Engineer.....Dave Livingston

WNPT
TUSCALOOSA—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P. O. Box 181
Phone Number 3311
Representative .....Indie Sales
President.....W. P. Thielens
Gen. Mgr.....T. H. Todd
Program Director.....Wm. G. Harris
Chief Engineer.....Keith Barze

WTBC
TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Representative:.....Sears & Ayer
General Manager.....Bert Bank

WTUS
TUSKEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
News Service .....UP
General Manager.....James Honey
Program Director.....G. B. White
Commercial Mgr.....J. A. Bowers
Chief Engineer.....Julian A. Duncan

ARIZONA

Pop. Feb. 1, 1954 (Est.) 816,000 — Families 296,000 — Radio Homes 277,000 — TV Homes 108,000 — Stations in State — 29

KSUN
BISBEE—1933—MBS
ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone Number.....9
Transcription Service.....World, SESAC
News Service .....UP
Representative.....Blair & Co.
President.....Carleton W. Morris
Gen., Comm. Mgr.....Arlo Woolery
Sales Promotion Manager.....Leo Bernard
Program Director.....Ray Helgesen
Chief Engineer.....John Harris

KCLF
CLIFTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Saguaro Bdcstg. Co.
Address .....Box 528
Phone Number 321
News Service .....UP
President .....Dwight Harkins
Gen. Mgr.....Harl Barnett
Chief Engineer.....Odorisio Pannozzo

KCKY
COOLIDGE—1948—CBS
ARIZONA NETWORK

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Transcription Service .....Langworth
Representative.....Forjoe & Co.
President.....Louis F. Long
Station Manager.....Bill Parady
Comm. Mgr., Pgm. Dir.....Jim Murdock
Publicity Director.....Bob Ehrlich
Chief Engineer.....Jeff Lapping

KAWT
DOUGLAS—1946—NBC
ARIZONA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Carleton W. Morris
Phone Number 173
Transcription Service..Langworth, MacGregor
Membership .....NARTB
Gen., Sta., Comm. Mgr.....Robert L. Whitaker
Program Director.....Sidney Manette
Publicity Director.....James Bruns
Chief Engineer.....Oliver Grieve

KCLS

FLAGSTAFF—1950—MBS
DON LEE—ARIZONA

Frequency: 1360 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Phone Number 946
Owner, Gen. Mgr.....Charles J. Saunders
Commercial Mgr.....Harry Becker
Chief Engineer.....Len Benson

KGPH

FLAGSTAFF—1950

Frequency: 690 Kc.....1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frontier Bcstg. Co.
Address .....Weatherford Hotel
Phone Number .....51 or 65
News Service .....AP
Transcription Service .....Langworth
Representative...John Hershey McGillvra, Inc.
Membership .....NARTB
Pres., Chief Engineer.....E. C. Phillippi
General, Station Manager.....A. S. Holm
Commercial Mgr.....Clair Hill
Prog., Publ. Dir.....Mary Jane Phillippi

KWJB

GLOBE—1938—NBC-ABS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.....P. O. Box 2343
Phone Number.... 41
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Prog. Dir., Comm Mgr.....Eric Manola

KGAN

KINGMAN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 1208
Phone Number.....Blue 462
President.....J. J. Glancy
Chief Engineer.....Leroy O'Laughlin

KTYL

MESA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Harkins Bdcstg. Co.
Address.....P. O. Box 885
Phone Number.....Woodland 4-5737
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
President.....Harry L. Nace, Jr.
Gen. Mgr.....Dwight Harkins
Commercial Manager.....Lorenzo K. Lisonbee
Program Director.....Jack Harris
Publicity Director.....Dick Gilbert
Chief Engineer.....Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Address.....Rancho Grande Hotel
Phone Number 770
Representative.....Forjoe & Co.
President.....Harold C. Tovrea
General Managers.....E. S. Mittendorf, Jack Martin
Station Mgr.....Dorothy deRivera
Program Dir.....Nancy M. Soto
Chief Engineer.....Peter Hamilton

KOOL

PHOENIX—1947
CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number.....Alpine 8-6421
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NARTB
President .....Gene Autry
General Manager.....Charles H. Garland
Commercial Manager.....William Connelly
Station Manager.....Thos. Kelland
Program Director.....Homer Lane
Chief Engineer.....Miles Shepherd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....1975 S. Central Ave.
Phone Number.....ALpine 3-6155
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Harlan Oakes
Pres., Gen. Mgr.....Frank P. Redfield
Prog. Dir.....Joe D. Alvarado
Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcstg. Co.

Address.....840 N. Central Ave., P. O. Box 2671
Phone Number .....ALpine 4-4144
Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By
Meredith Publishing Co., Inc., Des Moines
Phone Number.....ALpine 8-4511
News Service .....AP
Representative .....Katz
Membership .....NARTB, BAB
President.....E. T. Meredith, Jr.
Commercial Manager.....Charles Schlueter
Program Director.....Gene Spry
Publicity Director .....Dan Schwartz
Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Howard M. Loeb
Address-Trans. Loc.....2345 Westward Blvd.
Phone Number 4-8436
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Station Representative .....Burn-Smith
Membership .....NARTB
Gen., Sta. Manager.....Howard M. Loeb
Comm., Prom. Mgr.....Sheldon Engel
Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Arizona Inc.
Bus.-Studio Address.....Goodrich Bldg.
Phone Number .....ALpine 2-2371
President .....Stanley Schultz
General Manager.....Stan Norman
Comm. Mgr.....Frank Barc
Program Dir.....Timothy Sparkman
Chief Engineer.....Gene Boos

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
Phone Number.....AL 4-4161
Air Time.....6 a.m.-M.
News Service .....AP
Trans. Ser.....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Ch. of Bd.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Public Serv. ir.....Ted Edwards
Program Director.....Rol Laughner
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....P. O. Box 1631
Phone Number 244
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Harold Ritter
Program Director.....Hollis Hill
Chief Engineer.....George Eitel

KGLU

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Phone Number 15
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World & Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Pgm., Prod. Dir.....Lester McBride
Comm. Mgr. .....Edward E. Furman
Chief Engineer.....John E. Hickman

KCNA

TUCSON—1946—ABC

Frequency: 580 Kc.....Power: 5000 W. d.; 500 W. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....Box 2348
Phone Number 2-4664
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hollingbery
Membership .....NARTB, BAB
President .....Erskine Caldwell
Gen., Sta. Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Chief Engineer.....Tom Epperson

KEVT

TUCSON— 1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....500 N. Shawnee
Phone Number 4-5588
Representative .....Oakes

Pres., Gen. Mgr. ..... Peter Trowbridge
Vice Pres. ..... Helen Wray
Comm. Mgr. ..... De Witt Wray
Program Dir. ..... Hector Le Desma

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .... Old Pueblo Bcstg. Co.
Business-Studio Add. .... 115 W. Drachman St.
Phone Number 4-2511
Air Time ..... 5 a.m.-1 a.m.
News Service ..... AP
Representative ..... Forjoe & Co.
Membership ..... NARTB, BAB
President ..... Harold C. Tovrea
General Manager ..... E. S. Mittendorf
Commercial Manager ..... S. J. Kossack, Jr.
Sales Prom. Mgr. ..... Paul Plunkett
Publicity Director ..... Joe Crystall
Chief Engineer ..... Vernard Cimmioyotti

KTKT

TUCSON—1949

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Thomas J. Wallace
Business-Studio Transmitter Add. .. 500 W. Elm
Phone Number 4-1777
Transcription Service ..... SESAC
Owner ..... Thomas J. Wallace
Chief Eng., Asst. Mgr. .. Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tucson Bcstg. Co.
Business-Studio Address .... 900 E. Broadway
Phone Number 2-3344
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World Associated
Representative ..... John Blair
Membership ..... NARTB, BAB
Pres. & General Manager ..... Lee Little
Business Manager ..... Mac C. Matheson
Commercial Mgr. ..... George Bradley
Program Director ..... Pete Tufts
Chief Engineer ..... Cliff Livingston

KVOA

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. ..... Power: 1000 Watts
Owned-Operated By .. Arizona Bcstg. Co., Inc.
Business-Studio Address ..... 209 W. Elm
Phone Number 3-2557
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Thesaurus, Capitol
Representative ..... Paul H. Raymer
Membership ..... NARTB
General Manager ..... R. B. Williams
Business Mgr. ..... Harper M. Phillips
Commercial Mgr. ..... John C. Underwood, Jr.
Program Director ..... Ben L. Slack, Jr.
Chief Engineer ..... Ray H. Holsclaw

KVNC

WINSLOW—1952

Frequency: 1010 Kc. .... Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ..... Gila Bdcstg. Co.
Address ..... P. O. Box 373
News Service ..... AP, INS
Transcription Service Thesaurus, Standard, World
President ..... L. F. Long
Gen. Mgr. ..... O. E. Whelan
Chief Engineer ..... R. W. Wiseman

KOLD

YUMA—1953—CBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ... Southwestern Bcstg. Co.
Address ..... P. O. Box 1430
Phone Number ..... Sunset 3-8341
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Hollingbery
Membership ..... NARTB
President ..... Gene Autry
General Manager ..... Charles H. Garland
Station Manager ..... Robert C. Garland
Chief Engineer ..... Donald Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KYMA-Yuma, Inc.
Address ..... P. O. Box 671
Phone 37841
Air Time ..... Full Time
Transcription Service ..... World
Representative ..... John Blair
Membership ..... NARTB, BAB
Pres., Gen., Sta. Mgr. ..... William B. Lindsey
Commercial Mgr. ..... Carl Paige
Program Director ..... Jack La Marca
Chief Engineer ..... Neil Weidner

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Yuma Bcstg. Co.
Business Address ..... 1901 E. 1st St.
Phone Number 3-3305
Air Time ..... 5:30 a.m.-M.
News Service ..... AP, UP, INS
Transcription Service ... Thesaurus & Standard
Representative ..... Paul H. Raymer
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Ray C. Smucker
Commercial Manager ..... Roy L. Jorgensen
Sales Prom. Mgr. ..... Hank Olcott
Program Director ..... Bob Hansen
Publicity Director ..... Russ Siner
Chief Engineer ..... Leavenworth Wheeler

ARKANSAS

Pop. Feb. 1, 1954 (Est.) 2,000,000 — Families 580,000 — Radio Homes 487,000 — TV Homes 102,000 — Stations in State — 51

KVRC
ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....506 Main St.
Phone Number 789
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Cupp
Gen., Sta., Comm. Mgr.....J. M. Moore
Pgm., Prod. Pub. Dir.....Bill Deaton
Chief Engineer.....Ray Burns

KBTA
BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....White River Valley Broadcasters, Inc.
Bus., Studio,Transmitter Address....Glenn St. & Lock & Dam Road
Phone 1112-1113
Air Time..6 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
News Service .....AP
Transcription Service .....Thesaurus
President.....J. F. Higginbottom
Comm. Mgr.....F. W. Griffin
Program Director.....Bill Clark
Chief Engineer.....Morris Coffer

KBBA
BENTON—1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Phone Number 2-690
Pres., Gen. Mgr.....W. R. Tuck Jr.
Comm. Mgr., Prod. Dir.....Lavelle Langley
Chief Engineer.....Preston Bridges

KLCN
BLYTHEVILLE—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Phone Number 2093
News Service .....AP
Station Representative.....John E. Pearson
Gen., Comm. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame
Chief Engineer.....Joe Nearns

KAMD
CAMDEN—1946—MBS-KBS
RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....P. O. Box 5859
Phone Number 6-5091-2
Air Time.....Full Time
News Service .....AP
Membership .....NARTB
President.....Walter E. Hussman
General Manager.....Frank O. Myers
Commercial Manager.....Donald Cathey
Sales Prom., Prog. Dir.....Callis Carter
Chief Engineer.....Dorris C. Hunter

KPLN
CAMDEN—1953

Frequency: 1370 Kw....Power: 1000 Watts d.
Owned-Oper. By.....D. R. James Jr.
Business Address.....Stephens Rd.
Phone Number 6-9334
President .....D. R. James Jr.
Gen. Mgr.....C. T. Mullins
Program Director.....J. Andrew Wright
Comm. Mgr.....L. J. Smith

KCON
CONWAY—1950—KBS

Owned-Operated By.....Conway Bcstg. Co.
Frequency: 1230 Kc.....Power: 250 Watts
Address.....903½ Front St.
Phone Number 189
Air Time.....6 a.m.-11 p.m.
Transcription Service.....SESAC, World
News Service .....UP
Pres., Gen., Sta. Mgr.....James E. Clayton
Sales Promotion Mgr.....Charles Buice
Program Director.....Muriel Cobb
Chief Engineer.....Herman G. Stermer

KAGH
CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Julian Haas
Address.....900 Main St.
Phone Number 750
News Service .....AP
Representative .....Best-Melville
General Manager.....Julian Haas
Chief Engineer.....Charles Bucie

KDMS
EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....KDMS, Inc.
Address .....Randolph Hotel
Phone Number 3-9190
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Devney
Pres., Gen. Mgr.....David M. Segal
Station Manager.....Virgil E. Stone

Commercial Mangaer.....Paul E. Norton
Chief Engineer.....E. C. Gresham

KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number .....UNion 3-6126
Air Time .....Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....W. N. McKinney
Program Director.....Mrs. D. Pondrom
Chief Engineer.....John Long

KGRH

FAYETTEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address.....922 Leverett St.
Phone Number 2-2322
Air Time.....5:30 a.m.-11:30 p.m.
News Service .....AP
Representative .....Walker
Membership .....NARTB
President .....Hayden McIllroy
Gen. Sta. Mgr.....Fred J. Stevenson
Commercial Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Engineer.....Harold Lindsey

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By...Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
Phone Number 950
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....William Fogg
Commercial Manager.....James Pearson
Program Director .....Lloyd Denney
Chief Engineer.....Walter Smith

KFPW

FORT SMITH—1930—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....2401 N. Albert Pike Rd.
Phone Number 34105
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....BAB, NARTB
President.....John T. Griffin
General Manager.....L. A. Blust
Station Manager.....J. Paul McCaslin
Commercial Manager.....William D. Swanson
Gen. Prom. Mgr.....George Ketcham
Program Director.....Harlan Judkins
Chief Engineer.....Gene Gregory

KFSA

FORT SMITH—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone Number 29126
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
President.....Donald W. Reynolds
Gen., Sta., Comm. Mgr.....Weldon Stamps
Program Director.....Pat Porta
Chief Engineer.....Robert W. Platt

KWHN

FT. SMITH—1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone Number 3-8967
Air Time .....Full Time
News Service .....AP
Representative .....Rambeau
Gen. Mgr., Sec.-Treas.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Program Director.....Glenn O'Neal
Chief Engineer.....Bruce Dennis

KHOZ

HARRISON—1946—KBS
MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone Number 1240
Air Time.....Full Time
News Service .....UP
Transcription Service....Thesaurus, Keystone
President.....Betty Lou Wheeler
Gen., Sta. Mgr.....R. S. Wheeler, Jr.
Comm. Mgr.....Mel Lymbery
Program Director.....Pat Goolsby
Chief Engineer.....Fred E. Ward

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone Number 4-2361
News Service .....AP
Transcription Service .....World
Representative .....Best
Comm. Mgr.....George Caven
General Manager.....Sam W. Anderson
Program Director.....Larry Parker
Chief Engineer.....Earl Hodges

KXAR

HOPE—1948—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....Hope Bcstg. Co.
Phone Number .....PR 7-3601
News Service .....AP
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....Carroll A. Winn

KBHS

HOT SPRINGS—1953

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Phone Number 3888
News Service .....UP
Transcription Service .....World
President.....I. A. Cain
Gen. Mgr.....Marvin Hull
Chief Eng.....Clint Norman

KBLO

HOT SPRINGS—1953

Frequency: 1470 Kw.....Power: 1000 Watts d.
Owned-Oper. By....National Park Bcstg. Co.
Address.....1011 Central Ave.
Phone Number.....5365
Co-Owner, Gen. Mgr.....R. S. Bielow
Co-Owner .....J. W. Bowie
Comm. Mgr.....Jesse Pate
Program Director.....Jack Nash
Chief Engineer.....R. G. King

KRCH

HOT SPRINGS—1953—KBS

Frequency: 1270 Kw.....Power: 1000 Watts d.
Owned-Oper. By...Garland Radio & TV Corp.
Address.....873½ Park Ave.
Phone Number 2102
President.....Leonard P. Frankel
General Manager.....Randall L. McCarrell
Comm., Prom. Mgr.....A. E. Simmons
Program Director.....Dorothy E. Foley
Chief Engineer.....A. R. Garrett

KWFC

HOT SPRINGS—1941—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone Number 412-3
News Service .....AP
Membership .....NARTB
Transcription Service .....Thesaurus
Representative.....Gill-Perna
President.....Walter E. Hussman
Gen. Sta. Mgr.....C. J. Dickson
Commercial Manager.....Jack Wolever
Prog., Pub. Dir.....Larry Higgins
Chief Engineer.....William A. Carr

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Address.....603 Madison St.
Phone Number.....WEBster 5-5597
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address .....Hotel Noble
Phone Number.....WE 2-8381
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Perna, Inc.
President .....Ernest Farabee
General, Station Manager.....Dick Crane
Commercial Manager.....Harold Gregson
Program Director.....Chad Lassiter
Stales Promotion Manager....Charles Quinton
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....Radio Ctr., 114 E. Capitol Ave.
Phone Number.....LD 99
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....World
Representative .....Edward Petry
Membership .....NARTB, BAB
President.....T. H. Barton
Station Manager.....Douglas J. Romine
Commercial Mgr.....A. C. Dowden
Sales Prom. Mgr.....Carol Vinson
Program Director.....Ernest M. Howard
Chief Engineer.....Dan L. Winn

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1,000 Watts a.. 500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....308½ W. 3rd St.
Phone Number.....Franklin 2-0166
Air Time .....Unlimited
Station Representative.George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Betty Jo McNealy
Chief Engineer.....V. O. Vandusen

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc....Power: 10,000 Watts d.. 5,000 Watts n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone Number 2-5427
Air Time .....Full Time
Newspaper Affiliation.....Arkansas Gazette

News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative .....Paul Raymer
President.....J. N. Heiskell
General Manager.....W. V. Hutt
Sales Prom. Mgr.....R. J. Myers
Prog., Prod. Dir.....Harris Owen
Chief Engineer.....Kermit F. Tracy

KTHS

LITTLE ROCK—1924—CBS

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned By..Times Pub. Co., Ltd., Shreveport, La.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address.....313 Main St.
Phone Number 4-2293
Air Time.....5 a.m.-M.
News Service .....UP, AP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
President.....W. H. Bronson
General Manager.....B. G. Robertson
Program Director.....Cecil Bland
Chief Engineer.....Cecil L. Suitt

KVLC

LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio
Address...Southern Natl. Insurange Bldg...
News Service .....UP
Representative .....McGillvra
Membership .....BAB
President.....R. M. Saxon
General Manager.....Leonard Coe
Station Manager.....Ray Dexter
Commercial Mgr.....Wally Geiger
Chief Engineer.....Dale Mahurin

KXLR

LITTLE ROCK—1946
MBS-RAZORBACK

Frequency: 1150 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number 2-2155
News Service .....UP
Transcription Service....Rambeau, Thesaurus
Representative .....Pearson
President.....John F. Wells
Gen., Sta. Manager.....Emil J. Pouzar
Commercial Mgr.....Melton Lancaster
Program Director.....Roy Nichols
Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
Phone Number 630
News Service .....AP
Transcription Service .....World
President.....Joe F. Rushton
Gen., Sta., Comm. Mgr.....William M. Bigley
Chief Engineer.....Ray Wells

KDAS

MALVERN—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Phone Number 1584
Transcription Service .....World
Representative .....Devney, Melville
Pres., Gen. Mgr.....Thomas Alford
Program Director.....Jim Faulkner
Chief Engineer.....John R. Williams

KVSA

McGEHEE—1953—KBS

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Phone Number 20
News Service .....AP
Transcription Service .....Capitol
Representative .....Best
Pres., Gen. Mgr.....Abbott F. Kinney
Sales Manager.....Frank H. Ross
Program Director.....H. E. Parent
Chief Engineer.....Thomas O. Graves

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address.....S. Rene St.
Phone 878
Transcription Service .....Standard
News Service .....UP
Owner Manager.....R. B. Bell
Program Director.....Bernice Bell
Chief Engineer.....O. D. Frederick

KVOM

MORRILTON—1953

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....c/o C. R. Horne, Station KXRJ, Russellville, Ark.

KTLO

MOUNTAIN HOME—1953—MBS

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address .....Box 1471
Phone Number 1490
President.....Robert S. Wheeler Jr.
General Manager.....Bruce C. Washburn
Commercial Mgr.....Everett Horton
Chief Engineer.....Fred E. Ward

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address.....Box 218
Phone Number 749
News Service .....UP
President .....Harold Sudbury
Commercial Mgr.....Gene Howe
Chief Engineer.....Anson Clark

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Phone Number 860
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Representative.....Hil F. Best
President.....H. F. Ohlendorf
General Manager.....Ted Woods
Commercial Manager.....Betty G. Woods
Program Director.....Hobson Daws
Chief Engineer.....H. M. Jones

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Progressive Bcstg. Co.
Business Address .....Box 491
Phone Number.....Cedar 2-7627
Air Time.....Full Time
News Service .....AP
General Manager.....Ted Rand
Commercial Manager.....Doyne F. Bateman
Business Manager.....T. M. Self
Chief Engineer.....Russell Schwamb

KCLA

PINE BLUFF—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Phone Number 1900
Air Time.....6 a.m.-11 p.m.
News Service .....AP
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir., Chief Engineer.....Charles Penix

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....P. O. Box 957
Phone Number 721
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Prom. Mgr.....R. W. Etter
Program Director.....Lois Palmer

KPOC

POCAHONTAS—1950

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Phone 500
News Service .....AP
Transcription Service .....World
President.....A. J. Baltz
Gen. Mgr.....Adrian L. White
Com. Mgr.....Hiram Mayo
Prog. Dir.....Bill Nicholson
Chief Engineer.....Jack Wilson

KXRJ

RUSSELLVILLE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters, Inc.
Address.....Fine Arts Bldg.
Phone Number 299
News Service .....AP
Owner, Gen., Sta. Mgr.....C. R. Horne
Commercial Manager.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Pgm. Dir., Chf. Engr.....W. C. McKenney

KWCB

SEARCY—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
Phone Number 1281
News Service .....AP
Transcription Service .....SESAC
Representative.....Hil F. Best
Membership .....NARTB
Pres., Gen. Mgr.....Carl N. Dodd
Sales Prom. Manager.....Don P. Jones
Chief Engineer.....Homer Harris

KUOA

SILOAM SPRINGS—1923—MBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone Number 777
News Service .....UP
Transcription Service .....Thesaurus
President.....John E. Brown, Sr.
Program Director.....Ralph Kennedy
Chief Engineer.....Cecil E. Smith

KBRS

SPRINGDALE—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Pub. Co.
Address .....Box 29
Phone Number 675
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Representative .....Pearson
President.....Donald W. Reynolds

General Manager.....Roy J. Bowman
Chief Engineer.....Bill Ussery

KWAK

STUTTGART—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address .....Stuttgart
Phone Number 25212
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative.....Hil F. Best
Membership .....NARTB
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Mgr.....Norman Biddulph
Program Dir.....June Spann
Chief Engineer.....Marvin Heffington

KOSY

TEXARKANA—1951—MBS

Frequency: 790 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Gateway Bcstg. Co.
Address.....P. O. Box 1318
News Service .....AP
Transcription Service .....Thesaurus
Partners....Dr. W. Decker Smith, A. L. Davis
General Manager.....Tom E. Dillahunty
Commercial Manager.....Herman Cecil
Program Director.....Bill Mitchell
Chief Engineer.....Chas. Mathis

KRLW

WALNUT RIDGE—1951

RAZORBACK

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southern Baptist College
Address .....Box 30
Phone Number 980
Representative .....Best
President.....Dr. H. E. Williams
General Manager.....Neal B. Bunn
Program Director.....Bill Thornton
Chief Engineer.....Leonard Ringle

KWRF

WARREN—1953

Frequency: 860 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Pines Bcstg. Co.
Address .....Box 480
Phone Number 353
Partners.....Paul Fiser, John Rye
General Manager.....Lee Reeves
Commercial Mgr.....Deno Nichols
Chief Engineer.....Norman Jones

KWEM

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KWEM Inc.
Business-Studio Address.....Box 855
Phone Number 463
President.....E. D. Rivers, Jr.
Com. Mgr.....Spencer Bedsole
Chief Engineer.....Ed Beck

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says a locker plant president: "Through daily use of this **AP** program I have found my business has increased to maximum present capacity. The coverage of The **AP** and its completeness has made it possible."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

DON LEE

Is

PACIFIC COAST RADIO*

With 45 stations located within each of the 45 important marketing areas, Don Lee is the only network to reach Pacific Coast people where they live and buy.

And remember . . . on Don Lee low, low daytime rates apply to nighttime, too.

Two reasons why Don Lee is STILL the best, the most economical, the most effective medium to reach the nearly 16 million responsive people on the Pacific Coast.

** The Nation's Greatest Regional Network*

Mutual DON LEE RADIO

Represented Nationally by H-R Representatives, Inc.

DON LEE BROADCASTING SYSTEM

HOLLYWOOD 28, CALIF.

CALIFORNIA

Pop. Feb. 1, 1954 (Est.) 12,479,000 — Families 4,300,000 — Radio Homes 4,223,000 — TV Homes 2,846,500 — Stations in State — 145

KCNO
ALTURAS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By..... .....CONR Inc.
Address.....P. O. Box 207
Phone Number 2531
News Service ....UP
Transcription Service.....Standard, Capitol, SESAC
Representative .....Forjoe
Membership .....NARTB
President.....Rowland H. Dow
Comm., Prom. Mgr.....Philip N. Good
Chief Engineer.....Wayne Powers

KDIA
AUBURN—1950—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Charles E. Halstead
Business Address.....P. O. Box 992
Phone 1078
Air Time.....Full Time
Representative .....Ayres
Pres., Gen. Mgr., Chief Engr.....Charles E. Halstead, Jr.

KBIG
AVALON—1952

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Hollywood
Phone Number.....Hollywood 3-3205
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Robert Meeker Associates
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr., Chf. Engr....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser

(*See Page* 338)

KBAK
BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number 4-6421
News Service .....UP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NARTB
President.....Harold P. See
Station Manager.....Naum Healy
Sales Prom. Mgr.....Bea Waldon
Program Director.....Joe Kinser
Chief Engineer.....James Garner

KBIS
BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....957 Oak St.
Phone 4-6093
Air Time.....Full Time
Transcription Service .....Associated SESAC
News Service .....AP
Representative .....Grant
Pres., Mgr.....Hal Brown
Commercial Mgr.....Franklin H. Wilbur
Director of News.....Bob Elias
Chief Engineer.....Jack Duemler

KERN
BAKERSFIELD—1938—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Chief Engineer.....Luverne Shatto

KERO
BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kern County Bcstrs., Inc.
Business-Studio Address....1420 Truxton Ave.
Phone Number 44548
News Service .....UP
Air Time.....Full Time
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Gene De Young
Gen. Sales Mgr.....Ed Urner
Program Director.....Leslyn Day
Publicity Director.....J. Towerlin
Chief Engineer.....Edwin Andrews

KPMC
BAKERSFIELD—1932—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....P. O. Bin 1709
Phone Number 8-8157
News Service .....UP
Transcription Service .....Thesaurus
Station Representative..George P. Hollingbery
Membership .....NARTB
President.....F. G. R. Schamblin

Keep your eye on KBIG!

Our advertisers report sales increases, which are reflected in increased schedules.

Business is Good!

KBIG last quarter sales were 72% more than same period last year.

Increase your sales in ALL Southern California.

Reach America's Third Market with the KBIG 10,000 watt signal from Catalina.

Good Availabilities do go fast!

Call your KBIG sales representative or Robert Meeker Associates, Inc., for costs and schedules.

REACH AMERICA'S RICHEST AGRICULTURAL VALLEY WITH

KBIF 900 KC

Center of the Dial

Advertisers use KBIF independently or in combination with KBIG to reach Fresno County and its adjoining counties—KINGS, MADERA, MERCED and TULARE—all in the prosperous San Joaquin Valley of Central California.

740

This is the "high-traffic" point on the dial where advertisers and listeners meet. The powerful KBIG signal is boomed from Catalina Island across salt water (best conductor of radio waves) to reach all Southern California...Los Angeles, San Diego, Long Beach, Pasadena and 103 other incorporated cities PLUS the vast rural populations of 8 big counties. This is truly the Giant Economy Package of Southern California Radio.

John Poole
Broadcasting Co.
KBIG KBIF KBID-TV
KBIC-TV
6540 Sunset Boulevard
Hollywood 28
HOllywood 3-3205

Gen., Sta. Mgr. ..... L. A. Schamblin
Sales Prom., Comm. Mgr. ..... C. C. Sturm
Publicity Director ..... P. R. Biermann
Chief Engineer ..... L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kw. ..... Power: 250 Watts
Owned-Oper. By ..... Darwin Bstg. Co.
Address ..... Box 1394
Phone Number ..... Banning 515
Pres., Gen. Mgr. ..... Chet Darwin
Program Director ..... Jack Campbell
Chief Engineer ..... Drew Walker

KWTC

BARSTOW—1947

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By . Mojave Valley Bcstg. Co.
Business Address ..... Box 697
Phone Number 4001
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Donald Cooke
President ..... W. T. Brown
Sta., Com. Mgr. ..... Harry S. White
Program Director ..... Jim Harvey
Chief Engineer ..... Don Hetzel

KRE

BERKELEY—1923

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Central Calif. Bcstrs., Inc
Address-Trans. ..... 601 Ashby Avenue
Phone Number ..... Ashberry 3-7715
Air Time ..... 6 a.m.-12M.
News Service ..... AP
Membership ..... NARTB
Pres., Gen. Sta. Mgr. ..... Arthur Westlund
Comm., Prom. Mgr. ..... Don Hambly
Program Director ..... Les Avery

KIBS

BISHOP—1953

Frequency: 1230 Kw. ..... Power: 250 Watts
Owned-Oper. By ..... Inyo Bcstg. Co.
Address ..... Box 757
Phone Number ..... Bishop 4411
General Manager ..... James R. Oliver
Partner ..... S. A. Cisler
Commercial Mgr. ..... R. S. Deming
Program Director ..... John Drozd
Chief Engineer ..... Alva Wilt

KYOR

BLYTHE—1948—ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated ..... Bcstg. Corp. of America
Business-Studio Address ..... Box 668
Phone Number 2231
General Manager ..... Paul Nelson
Chief Engineer ..... Bill Blaisey

KROP

BRAWLEY—1948—ABC

Frequency: 1300 Kc. ... 1000 Watts d., 500 n.
Owned-Oper. By ..... Bcstg. Corp. of America
Address ..... Box 987
Phone Number 6290
Representative ..... John E. Pearson Co.
Station Manager ..... Bill E. Williams
Program Director ..... Carol Williams
Chief Engineer ..... Don Peterson

KBLA

BURBANK—1952

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Bdcstrs. of Burbank
Address ..... 11516 Oxnard St.
Phone Number ..... Sunset 2-1195
News Service ..... UP
Transcription Service ..... Lang-Worth
President ..... Gordon A. Rogers
Gen. Mgr. ..... Robert S. Marshall
Chief Engineer ..... William Robinson

KICO

CALEXICO—1947

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Charles R. Love
Business Address ..... 722 Main St.
Phone Number 3250
News Service ..... AP
President ..... Charles R. Love
General Mgr. ..... W. A. Geddes
Comm. Mgr. ..... Don Gillette
Chief Engineer ..... Hub Herbert

KHSL

CHICO—1935—CBS

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Operated .... Golden Empire Bcstg. Co.
Address ..... 336 Broadway
Phone Number ..... FI 2-0141
News Service ..... UP
Representative ..... W. S. Grant
Membership ..... NARTB
Pres., Gen. Mgr. ..... Mickey McClung
Station Manager ..... M. F. Woodling
Commercial Manager ..... J. A. Pero
Program Director ..... Ed Parker
Publicity Director ..... Tommy Nelson
Chief Engineer ..... Russell B. Pope

KXOC

CHICO—1949—MBS

Frequency: 1060 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... KXOC, Inc.
Address-Trans. ..... Box 571
Phone Number ..... FI 2-4211
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Pearson
Membership ..... BAB

President .....Lincoln Dellar
Gen., Sta., Comm. Mgr.....Jack L. Powell
Prog., Prod., Pub. Dir.....Neil McIntyre
Chief Engineer.....E. W. Berger

KBMX

COALINGA—1950—KBS

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By....Pleasant Valley Radio Co.
Address .....Box 715
Phone 136
Transcription Service.....SESAC, Langworth
News Service .....UP
President.....Benjamin M. Bowman
Gen., Sta. Mgr.....Rea B. Bowman

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned.....Radio Broadcasting, Inc.
Business Address.....Box 368
Phone Number 1370-1-2
News Service .....UP
Representative .....McGillvra
Pres., Gen. Mgr.....Elmer J. Bucknum
Station Manager.....Mary Bucknum
Promotion Mgr.....Chuck Ferguson
Chief Engineer.....Charles Billyew

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Phone Number 3061
News Service.....AP, INS
Representative .....Ayres
Transcription Service.....Standard, SESAC, World
Pres., Gen. Mgr., Pgm. Dir.....Robert E. Grey
Business Mgr.....Peggy Burke Grey

KCHJ

DELANO—1951

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles Herman Johnes
Address.....Cty. Line Rd.
Phone 8676
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr., Chief Eng..Charle H. Johnes
Program Director.....Jean J. Johnes

KRDU

DINUBA—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Phone Number.....DI 500
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Egon A. Hofer
Program Director.....Harold Sparks
Chief Engineer.....Warren Nystrom

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number 1100
Air Time.....Full Time
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative.....Paul H. Raymer
President.....Paul A. Jenkins
General Manager.....Riley R. Gibson
Commercial Manager.....Belle Hovey

KHUM

EUREKA—1947—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Carroll R. Hauser
Address .....Box 1015
Phone Number.....Hillside 2-5744
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Pearson, MacGavren
Membership .....NARTB
Gen., Sta. Mgr.....Carroll R. Hauser
Commercial Mgr.....Frank M. Smith
Pgm., Pub. Director.....Bill Kelso
Chief Engineer.....Dean Elliott

KIEM

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address .....Box 1021
Phone Number.....Hillside 3-1621
News Service .....UP
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....Don Telford
Commercial Mgr.....Robert Stach
Program Director.....Pearl Jacobsen
Chief Engineer.....Larry King

KDAC

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Edward Mertle
Address .....Box 616
Phone Number 3251
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative .....Forjoe
Owner .....Edward Mertle
Gen. Mgr., Chief Eng.....Craig N. Smith

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By .....KARM

Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
News Service.....AP, INS
Transcription Service .....Standard
Representative .....Bolling
President .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Program Director.....Lou Lampe
Chief Engineer.....Elbert Dean

KFRE

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Calif. Inland Bcstg. Co.
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Paul R. Bartlett
Asst. Mgr., Chief Engr.....Keith L. Mealey
Sales Manager.....Frank D. Woody
Director of Sls. Svce.....Harry H. Burum
Program Director.....Ed J. Frech

KGST

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By...Delle Broadcasting Co.
Address.....Plaza Shopping Center
Phone Number.....6-6526 and 4-5459
Air Time.....6 a.h.-Sunset
News Service .....UP
Station Representative .....Rambeau
Membership .....NARTB, BAB
Commercial Manager.....Morris Mindel
Program Director.....Jeanne Bacher

KMAK

FRESNO—1953

Frequency: 1340 Kw.....Power: 250 Watts
Owned-Oper. By.....McMahan Bcstg. Co.
Address.....2020 McKinley
Phone Number 6-9448
Representative .....Grant
President.....R. O. McMahan
General Manager.....Coyle Chambers
Chief Engineer.....Ed Nickels

KMJ

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1515 Van Ness Ave.
Phone Number 3-6277
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....David T. Harris
Commercial Manager.....Roy Swanson
Sales Promotion Dir.....Richard Ebbert
Chief Engineer.....William N. Wallace

KYNO

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio KYNO
Address .....Hotel Fresno
Phone Number 2-4163
Air Time.....5 a.m.-12M.
News Service .....UP
Representative .....Hollingbery
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
General, Sta. Manager.....L. E. Chenault
Commercial Manager.....Leslie Daggett
Program Director.....Leo Goldman
Publicity Director.....Virginia Wilson
Chief Engineer.....Bert Williamson

KIEV

GLENDALE—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
News Service .....UP
President.....David H. Cannon
General Mgr.....Cal Cannon
Chief Engineer.....Charles N. Whitten, Jr.

KNGS

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hanford Bcstg.
Business Address.....P. O. Box 620
Phone Number 620
Newspaper Affiliation.....Hanford Sentinel, Hanford Journal
Air Time.....24 hrs. daily
News Service .....INS, UP
Representative .....O'Connell
Membership .....NARTB, BAB
President.....Earl J. Fenston
Sta. Mgr., Chief Engr.....Don C. Reeves
Commercial Manager.....John Haslam
Program Director.....Lloyd Chappel

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By...KFWB Broadcasting Corp.
Business-Studio Add....6419 Hollywood Blvd.
Phone Number .....HO 3-5151
Air Time .....Unlimited
News Service.....UP, INS
Transcription Service .....SESAC
Station Representative .....Branham
Pres., Gen., Sta. Mgr.....Harry Maizlish
Commercial Manager.....Morton Sidley
Special Events Dir.....Dan Russell
Program Director.....Sydney Yallen
Chief Engineer.....Harry Meyers

KGFJ
HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number .....HO 4-0201
News Service.....UP
Transcription Service .....Associated
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Chief Engineer.....Homer Obuchon

KLAC
HOLLYWOOD—1928

Frequency: 570 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....Hollywood 2-7311
News Service.....INS, UP
Representative.....Adam J. Young, Jr.
President.....M. W. Hall
Commercial Manager.....Larry Buskett
Program Director.....R. F. Horgan

KREO
INDIO—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstg. Corp. of America
Address .....Box 697
Phone Number.....Indio 7-3403
Representative .....Pearson
General Manager.....R. T. Sampson

KAVL
LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone 1000
Air Time.....Full Time
Transcription Service.....World, SESAC
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Commercial Mgr.....H. L. Comstock
Chief Engineer.....James French

KCVR
LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 8-0628
News Service .....UP
Co-owners....Herbert W. Brown, D. A. Brown
Program Director.....D. M. Corlett
Chief Engineer.....George Sampson

KFOX
LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number .....Long Beach 6-7281
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Burn-Smith
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Hal G. Nichols
Pub., Prom. Mgr.....Robert Lamb
Program Director.....L. W. McDowell
Technical Advisor.....Al Mutter

KGER
LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone Number 40-7907
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President.....Dr. John E. Brown
Gen., Sta., Comm. Mgr., Pgm. Dir.
Clinton H. Fowler
Chief Engineer.....Luther Crumbaugh

KABC
LOS ANGELES—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone Number.....HO 2-3141
Air Time .....Unlimited
News Service.....AP, UP
Representative .....Edward Petry
President.....Robert E. Kintner
General Manager.....W. Phillipson
Commercial Mgr.....Amos T. Baron
Promotion Manager.....Jon Barkhurst
Program Director.....Dresser Dahlstead
Chief Engineer.....Phillip Caldwell

KFAC
LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
Phone Number.....Webster 0161
Air Time.....Full Time
News Service .....AP
Representative .....Bolling
Membership .....NARTB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Program Director.....Howard Rhines
Publicity Director.....Tom Dixon
Chief Engineer.....Ron Oakley

KFI
LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....Dunkirk 2-2121
News Service.....AP, UP

Transcription Service.....Capitol, World
Representative.....Henry I. Christal
Pres., Gen. Mgr.....Earle C. Anthony
Sales Prom. Mgr.....Ronnie Manders
Asst. to President.....Charles E. Hamilton
Program Director.....Pat Kelly
Co-Chief Engineers.....H. L. Blatterman, Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone Number.....Dunkirk 8-2345
Air Time.....Daytime
News Service.....AP, UP
Transcription Service.....Langworth
Representative.....McGillvra
Membership.....BAB, NARTB
Pres., Gen. Mgr.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Pgm., Pub. Dir.....Carl Brewster
Chief Engineer.....Leonard Reeves

KHJ

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Address.....1313 N. Vine St., Hollywood
Phone Number.....Hollywood 2-2133
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative.....H-R
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Willet H. Brown
Exec. Vice-Pres.....Ward D. Ingrim
Vice Pres., Sales.....Norman Boggs
Sales Promotion Mgr.....Robert Light
Program Director.....A. J. LaFrano
Publicity Director.....Bud Coulson
Chief Engineer.....Robert Arne

KMPC

LOS ANGELES—1927

Frequency: 710 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....KMPC, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....HOllywood 9-5341
Air Time.....5:45 a.m.-1:00 a.m.
News Service.....INS, UP
Representative.....AM Radio Sales
Membership.....BAB
President.....Gene Autry
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Loyd C. Sigmon
Nat. Sales Mgr.....Charles Cowling
Director of Bcstg.....Mark Haas
Chief Engineer.....L. C. Sigmon

KPOL

LOS ANGELES—1952

Frequency: 1540 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....5087 Huntington Dr.
Phone Number.....Capitol 1-6101
News Service.....AP
Transcription Service.....SESAC
Representative.....Keller
Membership.....NARTB
President.....Hugh R. Murchison
Station Manager.....Frederick Custer
Chief Engineer.....Floyd Hall
Program Director.....R. Scott

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....Madison 2121
News Service.....AP, INS
Transcription Service.....World, SESAC, Associated
Membership.....NARTB
General Manager.....Ned Connor
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Willis O. Freitag

YOU AREN'T REACHING
LOS ANGELES' MAJOR
Negro Audience
unless you're buying
Hunter Hancock's
"HARLEMATINEE"

THIS TIME
Check
KFVD
LOS ANGELES
Represented by
Joseph Hershey McGillvra, Inc.

☆ KNX IS CBS RADIO IN LOS ANGELES

CARROLL ALCOTT
EVE ARDEN
RUTH ASHTON
GENE AUTRY
HARRY BABBITT
MEL BALDWIN
BILL BALLANCE
LIONEL BARRYMORE
JACK BENNY
EDGAR BERGEN
BARBARA BRITTON
CHARLES COLLINGWOOD
BILL CONRAD
DWIGHT COOKE
CHARLES CORRELL
BILL COSTELLO
BING CROSBY
BOB CROSBY
DAN CUBBERLY
IRVING CUMMINGS
ROSEMARY DeCAMP
RICHARD DENNING
MARLENE DIETRICH
HUGH DOUGLAS
BILL DOWNS
CHARLES FARRELL
BOB FERRIS
GASTON FISCHER
GEORGE FISHER
BILL FORMAN
CHRISTY FOX
ARTHUR GODFREY
GALE GORDON
FREEMAN GOSDEN
FRANK GOSS
TOM HANLON
TOM HARMON
HAWTHORNE
HORACE HEIDT
JEAN HERSHOLT
TODD HUNTER
DICK JOY
WILLIAM KENNEALLY
HARRY KOPLAN
CATHY LEWIS
ELLIOT LEWIS
ROBERT Q. LEWIS
ART LINKLETTER
MARY LIVINGSTONE
JOHN LUND
ROBERTA LINN
CURT MASSEY
DUDE MARTIN
JAMES MATTHEWS
MERCEDES McCAMBRIDGE
JOHNNY MERCER
RAY MILLAND
VAUGHN MONROE
EDWARD R. MURROW
WENDELL NOBLE
PHILIP NORMAN
WALTER O'KEEFE
LOUELLA PARSONS
MAX ROBY
WILL ROGERS, Jr.
BILL SHADEL
DAVE SHOWALTER
HERB SHRINER
HOWARD K. SMITH
GALE STORM
RALPH STORY
BILL STOUT
LOWELL THOMAS
SHIRLEY THOMAS
LARRY THOR
MARTHA TILTON
ROBERT TROUT
DAVID VAILE
ELENA VERDUGO
JIMMY WAKELY
JOE WALTERS
MAURIE WEBSTER
BARBARA WHITING

☆ *Los Angeles' Most-Listened-to Station*

DIAL 1070

KNX

LOS ANGELES—1922—CBS (RADIO) COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.... .Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 9-1212
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Representative.....Radio Spot Sales, CBS
General Manager.....William D. Shaw
Sales Promotion Mgr.....J. W. Frost
Program Director.....Robert Sutton
Chief Engineer.....Les Bowman

KMYC

MARYSVILLE—1940—MBS

Frequency: 1410 Kc.....Power: 1,000 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone Number 2-2396
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Program Director.....W. R. Cleveland
Chief Engineer.....Loyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....RAndolph 2-6251
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant, McClung
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Manager.....Edward Blakesley
Program Director.....Stan Evans
Publicity Director.....Wilma Belloli
Chief Engineer.....Russel Pope

KBOX

MODESTO—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Stanislaus County Bcstrs. Inc
Address.....1507 10th St.
Phone Number 3-7756
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr....Milton Hibdon
Sales Prom. Mgr.....Dave Jacobs
Program Director.....Norma Alamshau

One of Los Angeles'

MORE IMPORTANT

Radio Stations

KOWL

REACHING AND SELLING:

- NEGRO MARKET (350,000) — Joe Adams (D.J.), "Sharing Secrets" (housewife show), news (Negro appeal).
- MEXICAN AND MEXICAN AMERICAN MARKET (400,000) — "Chico" (Latin flavor d.j.), Elena Salinas (Spanish language family program), news (Spanish language).
- PLUS Jewish and eight other language markets.

1580 kc.

NOW 10,000 WATTS

— the most powerful station of its kind in the United States!

(See Santa Monica listing)

Publicity Director.....Fran Abell
Chief Engineer.....Paul Ferrelle

KMOD

MODESTO—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941
Phone 2-1051
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Meeker (N. Y.), Moore (L.A.), McGavern (San. Fran.)
President .....John Griffin
Membership .....NARTB
Gen., Sta. Mgr.....John H. Schacht
Sales Prom. Mgr.....Judd Sturtevant
Publicity Director.....Arnold Green
Chief Engineer.....Pete Onnigian

KTRB

MODESTO—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Box 593
Phone Number 3-0737
News Service.....INS, UP
Transcription Service.....Cole, Standard
Representative.....W. S. Grant
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Commercial Mgr.....Lee Roddy
Prog. Dir.....Don E. Lapan
News Director.....Charlie McEwen
Chief Engineer.....William H. Bates, Jr.

KMBY

MONTEREY—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....468 Calle Principal
Phone Number 2-4541
President .....Kenyon Brown

KXXL

MONTEREY—1952

Frequency: 630 Kw.....Power: 1000 Watts
Owned-Oper. By.....S. A. Cisler
Address.....546 Hartnell Plaza
Transcription Service....Standard, Thesaurus
President.....S. A. Cisler
Gen. Mgr.....James Oliver

KWSD

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street
Phone Number.....Mt. Shasta 2124
Air Time.....Full Time
News Service .....AP
Representative .....Continental, McGavren
Membership .....NARTB
General Manager.....Arthur Adler
Sta. Mgr., Chief Eng.....David H. Rees
Program Director.....Iola Huntingdon

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By....Gibson Radio & Pub. Co.
Address.....P. O. Box 911
Phone Number.....Napa 6-2023
Air Time.....6:45 a.m.-10:45 p.m.
News Service .....UP
Transcription Service.....World
Representative.....Wm. Ayres
Pres., Gen. Mgr.....Luther E. Gibson
Sta., Comm. Mgr.....Elmer L. Gibson
Program Director.....Nolan Cruise
Chief Engineer.....Dave Wortman

KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Phone Number 1234
News Service .....INS
Transcription Service .....Thesaurus
Partners.....B. J. Fitzpatrick and L. A. Newsome, Jr.
Chief Eng.....Albert Lincoln

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....401 13th St.
Phone Number.....GLencourt 1-0660
Air Time .....6 a.m.-M.
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....J. R. Knowland, Jr.
General Manager.....Milton L. Levy
Publicity Director.....Jean Williams
Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
Phone Number.....TWinoaks 3-9600
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Raymer
Membership .....NARTB, BAB
President.....Sheldon F. Sackett
General Manager.....J. G. Paltridge
Commercial Manager.....Jack Grant
Program Director.....Russ Coughlan

Publicity Director.....Phyllis Diller
Chief Engineer.....A. Pattison

KWBR
OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Warner Bros. Radio, Inc.
Business Studio Address.....327 22nd St.
Phone Number.....Higate 4-1212
Air Time .....Unlimited
News Service.....UP
Representative .....Forjoe
General Manager.....S. W. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Fisher
Chief Engineer.....Paul Gregg

KOCS
ONTARIO—1947

Frequency: 1510 Kc.....Power 250 Watts
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone Number.....627-54
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative .....O'Connell
Gen., Comm. Mgr.....Harry Allen
Chief Engineer.....Glenn Clark

KMOR
OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....P. O. Box 1032
Phone Number 1340
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Ayres (S.F.)
President.....Joy C. Fearnhead
Gen., Sta., Comm. Mgr.....J. R. Bird
Program Director.....Louis Coppola

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone Number.....2253
Air Time.....Full Time
News Service .....UP
Representative .....O'Connell, McGavren
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Joseph E. Gamble
Commercial Manager.....Norman Lofthus
Program Director.....Thelma Roberts
Chief Engineer.....N. Vincent Parsons

KIBE
PALO ALTO—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Sundial Bcstg. Corp.
Address .....Box 1151
Phone Number.....Davenport 3-1341
Air Time .....Daytime
News Service .....UP
Transcription Service.Standard, World, London
Representative .....Grant, Best
Membership .....NARTB
President.....William R. Crocker
General Mgr.....Edward Davis
Sta., Comm., Sales Mgr.....Peter A. Cuneo
Program Director.....Claire Barskey
Chief Engineer.....Ben K. Wright

KALI
PASADENA—1950

Frequency 1430 Kc.....Power: 5000 Watts d.
Owned-Operated By...Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone Number.....RY 1-7149
News Service .....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....Henry Fritzen
Chief Engineer.....Harvey Fritch

KWKW
PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone Number.....Ryan 1-6744
Air Time .....Unlimited
News Service .....UP
Representative .....O'Connell
Membership .....NARTB, BAB
General Partner.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir., Chief Anncr.....Bill Garr
Chief Engineer.....Paul W. Spargo

KXLA
PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....RYan 1-6991
News Service .....AP
Transcription Service .....World
President-Gen. Sta. Mgr.....Loyal K. King
Director of News.....Carl Saunders
Program Director.....Marian Atkinson
Chief Engineer.....Jack Reeder

KPRL
PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
Phone Number 204
News Service .....AP
Representative.....W. S. Grant
Pgm., Comm. Dir.....Bernard Schwartz
Commercial Mgr.....Dorothy Schwartz
Gen. Mgr., Chief Engineer....Dale Schwartz

KAFP
PETALUMA—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Warner Bros.

Address ..... Box 590
Phone Number 2-9787
Transcription Service ..... World, Capitol
News Service ..... UP
President ..... S. W. Warner
Gen. Mgr. ..... Wellington Morse
Sta., Comm. Mgr. ..... Ted Kenessey
Program Director ..... Jack Goforth

KECC
PITTSBURG—1949

Frequency: 990 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... KECC, Inc.
Business Address ..... 235 Railroad Ave.
Phone Number 2-2964
News Service ..... UP
Transcription Service ..... World, Lang-Worth
Representative ..... W. S. Grant
General Mgr. ..... Mel D. Marshall
Commercial Mgr. ..... John C. McFarland
Chief Engineer ..... M. R. Scott

KPMO
POMONA—1947

Frequency: 1600 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Valley Bdcstg. Co.
Business-Studio Address ..... 1240 E. Holt St.
Phone Number ..... Lycoming 2-1293
News Service ..... UP
Partner, Comm. Mgr. ..... Dean H. Wickstrom
Prog. Dir. ..... Florence E. Wickstrom
Chief Engineer ..... Buck Rogers

KTIP
PORTERVILLE—1946

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... J. F. Tighe
Business-Studio Address ..... Box 1312
Phone Number ..... PO 1450
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Cook, Grant
Membership ..... NARTB
President ..... J. F. Tighe
Gen., Sta. Mgr. ..... Frank Robinson Brown
Comm., Prog. Dir. ..... Jean Snowden
Chief Engineer ..... Alan Snowden

KBLF
RED BLUFF—1946—KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Hal K. Shade
Address ..... 737 Main St.
Phone Number 880
Gen. Mgr. ..... Bill Baumgarten
Chief Engineer ..... Harry Shelby

KVCV
REDDING—1936—CBS

Frequency: 600 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Golden Empire Bcstg. Co.
Address ..... Box 717, Merced
Phone Number 1646
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Standard
Representative ..... W. S. Grant Co.
Pres., Gen. Mgr. ..... Mrs. Hugh McClung
Station Manager ..... Fred M. Stuelpnagel
Commercial Manager ..... H. E. McCarty
Sales Prom. Mgr. ..... Ted Dooley
Pgm., Prod. Dir. ..... Lyle Mathys
Publicity Director ..... Charles Castor
Chief Engineer ..... Russ Pope

KPRO
RIVERSIDE—1941

Frequency: 1440 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Broadcasting Corp. of America
Business Address ..... P.O. Box 987
Phone Number ..... Riverside 6290
News Service ..... AP
Representative ..... Pearson
President ..... Fred E. Carr
Gen., Sta. Mgr. ..... D. R. Peterson

KCRA
SACRAMENTO—1945—NBC

Frequency: 1320 Kc. ..... Power: 5000 W. d.; 1000 W. n.
Owned-Oper. By ..... KCRA, Inc.
Business Studio Address ..... 1010 11th St.
Phone Number ..... Gilbert 2-0758
Air Time ..... 6 a.m.-12M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Robert Meeker
Membership ..... BAB, NARTB
President-General Mgr. ..... Ewing C. Kelly
Commercial Manager ..... F. C. Beckwith
Station Mgr. ..... Howard J. Smiley
Publicity Director ..... Irma Davis
Program Dir. ..... John Kuhlman
Chief Engineer ..... W. Herbert Hartman

KFBK
SACRAMENTO—1922—ABC

Frequency: 1530 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... McClatchy Bcstg. Co.
Business Studio Address ..... 708 Eye St.
Phone Number ..... Gilbert 3-1745
Air Time ..... Full Time
Newspaper Affiliation ..... Sacramento Bee
News Service ..... UP, AP
Transcription Service ..... Thesaurus
Representative ..... Paul H. Raymer
Membership ..... BAB, NARTB
President ..... Eleanor McClatchy
Gen., Sta. Mgr. ..... Keith B. Collins
Comm., Sales Prom. Mgr. ..... A. C. Williams
Program Director ..... Harry Warren
Chief Engineer ..... Stam Sronce

KGMS
SACRAMENTO—1952

Frequency: 1380 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Capitol Radio Enterprises

Address ..... Hotel Senator
Phone Number ..... Hudson 1-3133
News Service ..... AP
Transcription Service ..... Langworth
General Manager ..... Irving J. Schwartz
Station Manager ..... J. Matranga
Commercial Manager ..... S. George
Chief Engineer ..... Richard Hinz

KROY
SACRAMENTO—1937—CBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KROY, Inc.
Business-Studio Address .... Hotel Sacramento
Phone Number ..... Gilbert 3-2525
News Service ..... UP
Transcription Service ..... Langworth
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Gen. Mgr. ..... C. L. McCarthy
Program Director ..... John Z. Ickes
Chief Engineer ..... William Karpisek

KXOA
SACRAMENTO—1945—MBS
DON LEE

Frequency: 1470 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Sacramento Bcstrs., Inc.
Business Address ..... P. O. Box 94
Phone Number ..... WAbash 5-2717
News Service ..... UP
Representative ..... J. E. Pearson, McGavern
Membership ..... NARTB, BAB
Transcription Service ..... Standard
President ..... Lincoln Dellar
General Manager ..... Robert W. Dumm
Program Director ..... Dean Seaton
Chief Engineer ..... Ewald Berger

KDON
SALINAS—1935

Frequency: 1460 Kc. ..... Power: 5000 Watts
Owned-Oper. By .... Charles Blackwood Grant
Business Address ..... Box 1490, Salinas
Phone Number 2-6464
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World, Capitol
Representative ..... Weed & Co.
Membership ..... NARTB, BAB
Gen. Mgr. ..... Charles B. Grant
Commercial Mgr. ..... Ann Knowlton
Program Director ..... J. L. Lyons
Chief Engineer ..... Omer Wright

KSBW
SALINAS—1946—MBS

Frequency: 1380 Kc. ..... Power: 1,000 Watts
Owned-Operated By ..... Salinas Bcstg. Corp.
Business Address ..... P.O. Box 1651
Phone Number 8071
News Service ..... AP
Transcription Service ..... Langworth
Representative ..... Forjoe
Membership ..... NARTB, BAB
Gen., Sta. Manager ..... John C. Cohan
Commercial Manager ..... W. M. Oates
Program Director ..... Neal Edmondson
Chief Engineer ..... Charles Haight

KCSB
SAN BERNARDINO—1947

Frequency: 1350 Kc. ..... Power: 500 Watts
Owned-Oper. By ..... Fred P. D'Angelo
Business Address ..... 770 Mill St.
Phone Number 8-2245
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Forjoe
President, Gen. Mgr. ..... Fred P. A'Angelo
Pgm., Pub. Dir. ..... Ed Mundy, Jr.
Sta. Mgr., Pgm. Dir., Chief Eng. .. Jim Tracewell

KFXM
SAN BERNARDINO—1929—MBS

Frequency: 590 Kc. ..... Power: 1000 Watts
Owned-Operated By .... Lee Bros. Bcstg. Corp.
Business-Studio Address ..... 512 Fifth St.
Phone Number 4761
News Service ..... UP
Transcription Service ..... World
Representative ..... John Blair
President ..... J. Clifford Lee
General Manager ..... E. W. Lee
Commercial Mgr. ..... Paul H. Martin
Program Director ..... Gene Lee
Chief Engineer ..... George Ewing

KITO
SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... KITO, Inc.
Address ..... 569 Fourth St.
Phone Number 7807
Air Time ..... Unlimited
News Service ..... UP
Representative ..... Hollingbery
Pres., Gen., Sta. Mgr. ..... J. J. Flanigan
Commercial Manager ..... Arnold Benum
Program Director ..... Fred Reinhardt
Chief Engineer ..... Richard Klitzing

KRNO
SAN BERNARDINO—1948

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Western Empire Bcstrs., Inc.
Address ..... 990 Colton Ave
Phone Number 8-2771
Air Time ..... Full Time
News Service ..... AP
Representative ..... Donald Cooke
Pres., Gen. Mgr. ..... Norman H. Rogers
Program Director ..... Chuck Palmer
Chief Engineer ..... George W. Brock

KCBQ
SAN DIEGO—1946-ABC

Frequency: 1170 Kc. ... Power: 5000 Watts d., 1000 Watts n.

Owned-Operated By.....Charles E. Salik
Bus.-Studio Address.....P. O. Box 1629
Phone Number.....Cypress 5-4103
Air Time .....Unlimited
News Service.....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Charles E. Salik
Commercial Mgr.....Graham H. Moore
Prog., Pub. Dir.....Robert Regan
Chief Engineer.....Charles J. Sherbourne

KFMB

SAN DIEGO—1941—CBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jack Wrather and Helen Alvarez
Bus.-Studio Address.....Fifth & Ash Sts.
Phone Number.....Main 2114
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, SESAC
Representative .....Petry
Membership .....BAB, NARTB
President.....J. D. Wrather
Vice President.....Maria Helen Alvarez
General Manager.....George Whitney
Station Manager.....Hobby Myers
Executive Editor.....Paul W. White
Program Director.....Jerry Lee Pecht
Chief Engineer.....Charles F. Abel

KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Airfan Radio Corp. Ltd.
Business-Studio Address.....U. S. Grant Hotel
Phone Number.....Belmont 3-6353
Air Time.....6 a.m.-M.
News Service .....INS, AP
Representative .....Katz Agency
Membership .....NARTB
Pres., Gen. Mgr.....Thomas E. Sharp
Station Manager.....John C. Merino
Program Director.....Peter Murphy
Chief Engineer.....Leroy Bellwood

KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....BE 3-6151
Air Time.....6 a.m.-M.
News Service .....UP
Membership .....BAB
President.....Willet H. Brown
Sta., Gen. Mgr.....Marion R. Harris
Program Director.....Matt Long
Chief Engineer.....Joe Kline

KSDO
SAN DIEGO—1947

Frequency: 1130 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address....U. S. Natl. Bank Bldg.
Phone Number.....Main 2041
Air Time.....Full Time
News Service.....AP, UP
Representative .....Pearson
Vice-Pres., Gen. Mgr.....Jack Heintz
Commercial Manager.....Norman Kay
Station Manager.....W. Edwards
Chief Engineer.....Vern Milton

KSON
SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred & Dorothy Rabell
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
News Service .....AP
Transcription Service.....Associated
Representative .....Bolling
General Manager.....Fred Rabell
Program Director.....Dorothy Rabell
Chief Engineer.....Charles Mowatt

KGIL
SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number.....State 4-6291
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
President.....E. P. Franklin
Commercial Manager.....Howard P. Gray
Program Director.....Allan McKee
Chief Engineer.....Jay Rice

KCBS
SAN FRANCISCO—1912—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By...CBS Radio Division Inc.
Address .....Palace Hotel
Phone Number.....YUkon 2-7000
News Service.....AP, UP, INS
Representative .....CBS Radio Spot Sales
Membership .....BAB
President (CBS).....Frank Stanton
Gen., Sta. Mgr.....Arthur Hull Hayes
Promotion Mgr.....Evelyn Clark
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

KEAR
SAN FRANCISCO—1948

Frequency: 1550 Kc.....Power: 10,000 Watts
Owned-Operated By.....Bay Radio, Inc.

THOSE WHO KNOW FAMOUS BRANDS....

A radio news man reports: "This station offers 20 **AP** news shots a day. **The Associated Press** 5-minute summaries are the station's favorites. Listeners appreciate the terse, concise, crisp presentations."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Business-Studio Address.....3 W. 37th Ave.
Phone Number.....Fireside 5-4837
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Bolling
President.....Stephen A. Cisler
General Manager.....George C. Atkinson
Chief Engineer.....Douglas F. Mariska

KFRC

SAN FRANCISCO—1924—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....General Teleradio
Business-Studio Address..1000 Van Ness Ave.
Phone Number .....Prospect 6-0500
Air Time.....6 a.m.-M.
News Service.....AP, UP
Representative .....H-R Representatives
Membership .....BAB, NARTB
General Manager.....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....420 Taylor St.
Phone Number.....Graystone 4-6565
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service .....Langworth
Representative .....Edward Petry
Membership .....BAB, NARTB
President (ABC)..... Robert E. Kintner
General Manager.....James H. Connolly
Station Manager.....Paul T. Scheiner
Sales Manager.....John Hansen
Program Director.....Victor P. Reed
Chief Engineer.....A. E. Evans

KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.. ....1470 Pine St.
Phone Number.....Ordway 3-4148
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Roger Roberts

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By .National Bcstg. Co.
Address.....420 Taylor St.
Phone Number.....GRaystone 4-8700
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
President (NBC).....S. L. Weaver, Jr.
Gen., Sta. Mgr.....George Greaves
Commercial Mgr.....W. K. McDaniel
Sales Promotion Mgr.....Dean Moxley
Program Director.....John Thompson
Chief Engineer.....Curtis Peck

(*See Page* 354)

KSAN

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Business Address.....1355 Market St.
Phone Number.....Market 1-8171
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Representative .....McGillvra
Membership .....NARTB
President.....S. H. Patterson
Gen. Mgr.....Richard P. Bott
Pgm. Dir.....Susan Alex
Sales Mgr.....Ralph Sacks
Chief Engineer.....Norwood Patterson

KSFO

SAN FRANCISCO—1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..The Associated Bcstrs., Inc.
Bus.-Studio Address..Van Ness at Greenwich
Phone Number.....Prospect 6-5100
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service.....Standard; World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Wesley I. Dumm
Gen., Sta. Mgr.....Alan L. Torbet
Com. Mgr.....Gary Garlund
Prom., Pub. Mgr.....Gene DeAlessi
Program Dir.....Robert Hansen
Dir. of Engineering.....A. E. Towne

KYA

SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
Phone Number.....DOuglas 2-2536
News Service.....UP
Representative.....George W. Clark
Membership .....BAB
President.....J. Elroy McCaw
General Manager.....H. G. Fearnhead
Commercial Manager.....Ken Hildebrandt
Chief Engineer.....Paul Beck

KBIF

SANGER—1947

Frequency: 900 Kc.....Power: 1000 Watts d.

. . . finest radio-TV facilities in northern California!

This is ABC Radio-TV Center in San Francisco . . . *new* home for ABC's owned stations, KGO and KGO-TV. Just completed, this ultra-modern center, costing in excess of a million dollars, provides KGO and KGO-TV with broadcasting-telecasting facilities *superior to any* in the important San Francisco-Oakland Bay Area market. Better facilities mean better service to listeners and advertisers . . bigger audiences for KGO and KGO-TV advertisers.

KGO-Radio
dial 810
50,000 watts

San Francisco

KGO-TV
channel 7
now, 160,000 watts
soon—316,000 watts

picture

DOUG PLEDGER

sensation of morning radio

and other topflight participating personalities: **MARJORIE KING, CLARENCE LEISURE, JOE GILLESPIE, HAL WOLF, BILL GUYMAN, BUDD HEYDE, IRA BLUE.**

only on

KNBC

San Francisco—680

Owned by National Broadcasting Company

Represented nationally by NBC Spot Sales

50,000 watts—clear channel

Owned-Oper. By.....John Poole Bdcstg. Co.
Business Address.....1412 Fulton St., Fresno
Phone Number.....6-4702
News Service.....UP
Representative.....Meeker
Membership.....BAB, NARTB
President.....John H. Poole
Gen., Comm., Mgr.....George Nickson
Prog. Dir.....Walter K. Novell
Chief Engineer.....Russell C. Friend

KEEN

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Cypress 4-0344
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant
Membership.....NARTB
President.....George M. Mardikian
Genl. Mgr.....Floyd Farr
Commercial Mgr.....Bob Blum
Program Dir.....George Snell
Chief Engineer.....Bill Green

KLOK

SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....P. O. Box 967
Phone Number.....Cypress 3-3445
News Service.....AP
Representative.....Pearson
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO

SAN JOSE—1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Cypress 3-8030
Air Time.....Unlimited
Newspaper Affiliaion.....Les Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....Standard
Representative.....Rambeau
Membership.....BAB, NARTB
President.....Patrick H. Peabody
Gen., Sta. Mgr.....Charles F. Mallory
Program Director.....Norman Paul
Chief Engineer.....Edward W. Meece

KXRX

SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address.....Box 167
Phone Number.....Cypress 2-5080
Air Time.....24 hrs.
News Service.....UP
Representative.....McGavren, Tracy Moore
President-Gen. Mgr.....Joe E. Levitt
Sta., Commercial Mgr.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Chief Engineer.....Frank Glass

KATY

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KATY
Address.....P. O. Box 700
Phone Number.....3171
News Service.....UP
Representative.....Meeker
Membership.....NARTB
President.....Maynard Marquardt
Sta., Comm. Mgr.....D. D. MacLeod
Sales Prom. Mgr.....Gloria Heinz
Program Director.....Barbara Brydia
Publicity Director.....Don Bowden
Chief Engineer.....Clay Coldwell

KVEC

SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Alley Electric-Jacobson
Business Address.....787 Higuera St.
Phone Number.....1100
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen., Sta. Mgr.....Les Hacker
Commercial Manager.....Jack Wasson
Program Director.....Arthur Hapgood
Chief Engineer.....E. W. Franklin

KEAR

SAN MATEO—1948

Frequency: 1550 Kw.....Power: 1000 Watts
Owned-Oper. By.....Bay Radio Inc.
Address.....3 West 37th Ave.
Phone Number.....Fireside 5-4837
Transcription Service....Associated, Standard
News Service.....AP
Representative.....Bolling
President.....Stephen A. Cisler
Commercial Mgr.....George C. Atkinson
Program Director.....William Agee
Promotion Dir.....Charles Lynn
Chief Engineer.....D. F. Mariska

KVSM

SAN MATEO—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hugh H. Smith
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-2541

Air Time.....Local sunrise-local sunset
News Service.....INS, UP
Transcription Service.....Cole
Representative .....Walker
President.....Hugh H. Smith
General Manager.....Gilbert L. Bond
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone Number.....Glenwood 3-6880
Newspaper Affiliation.....S. R. Independent Journal
News Service .....UP
President.....Roy A. Brown
Gen. Mgr., Prog. Dir.....Hugh E. Turner
Publicity Director.....Kitty Oppenheimer
Chief Engineer.....Edward Ohmstead

KVOE

SANTA ANA—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....105 E. 5th St.
Phone Number.....Kimberly 3-8321
Air Time.....Unlimited
News Service .....UP
Transcription Service .....MacGregor
Representative .....Pearson
Pres., Gen. Mgr.....Ernest L. Spencer
Station Manager.....Hal Davis
Commercial Mgr.....Donner P. Spencer
Program Director.....Dean S. Long
Chief Engineer.....Stanley G. Guenther

KDB

SANTA BARBARA—1921—MBS DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Robert Bauer
Business-Studio-Transmitter .....Radio Square
Phone Number 4131
Air Time .....Unlimited
News Service .....UP
Representative .....Pearson
President.....F. Robert Bauer
General Manager.....Harry Butcher
Program Director.....Joe Benes
Chief Engineer.....Robert Carter

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number 3981
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....BAB
Pres., Gen., Sta., Pub. Mgr...Harry C. Butcher
Vice President.....M. J. McKeogh
Commercial Manager.....James Blomfield
Sales Promotion Mgr.....Michael J. McKeogh
Program Director.....Darleen Levinson
Chief Engineer.....Gene Fossell

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 3911
Air Time.....Full Time
Newspaper Affil...Santa Barbara News-Press
News Service .....AP
Transcription Service .....SESAC
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Gen., Sta. Mgr.....Charles A. Storke
Commercial Mgr.....Jo Benes
Program Director.....Gordon Phillips
Chief Engineer.....Leo De Connick

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number 1080
News Service .....AP
Membership .....NARTB, BAB
Transcription Service.....Standard, Thesaurus
Pres., Gen. Mgr., Chief Engr.
Charles Vernon Berlin

KCOY

SANTA MARIA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number 5-2644
Newspaper Affiliation..Santa Barabara News Press
News Service .....AP
Transcription Service .....SESAC
Representative.....Paul H. Raymer
Station Manager.....W. A. Cook
Program Director.....Louise Hapgood
Chief Engineer.....John D. Clowes, Jr.

KSMA

SANTA MARIA—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hagerman, Groom
Address.....510 W. Morrison
Phone 5-2582
News Service .....UP
Transcription Service .....World
Partners...James M. Hagerman, John I. Groom
Program Dir.....Anthony Kent
Chief Eng.....Gale Brady

KOWL
SANTA MONICA—1947

Frequency: 1580 Kc...Power: 10,000 Watts, d.
Owned-Operated By.....KOWL, Inc.
Address.....Pico at Ocean
Phone Number.....Exbrook 4-6761
Air Time .....Daytime
Representative.....George W. Clark, McGavren, Clayton
President.....J. D. Funk
General Manager.....G. A. Baron
Promotion Director.....Paul Compton
Chief Engineer.....Robert Dye

KSPA
SANTA PAULA—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....Santa Paula
Phone Number 940
Pres., Gen. Mgr., Ch. Eng.....C. Harvey Haas
Prom., Comm. Mgr.....Chas. Martin

KSRO
SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Bus.-Studio Address...Corner Fresno & Finley
Phone Number 110
Air Time.....Full Time
Representative.....W. S. Grant
President.....Mrs. Ruth Finley
General-Station Manager.....Charles P. Scott
Program Director.....Al Pearson
Chief Engineer.....Hilmar Cann

KROG
SONORA—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Brewster E. Ferrel
Business Address.....P. O. Box 996
Phone Number.....Jefferson 2-7898
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, SESAC
Owner, Gen. Mgr.....Brewster E. Ferrel
Chief Engineer.....C. W. Mitchell

KGDM
STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President.....E. F. Peffer
Gen., Comm. Mgr.....E. Smith
Program Director.....M. Humphreys
Promotion Director.....A. Stover
Chief Engineer.....J. Tyron Kelley

KSTN
STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....Hotel Clark
Phone Number 4-7338
Air Time.....Unlimited
News Service .....UP
Representative .....Hollingbery
President.....Knox La Rue
Gen., Sta., Com. Mgr.....D. T. Ralph
Program Director.....Ellis Lind
Chief Engineer.....Carl McGee

KWG
STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address.....612 E. Market St.
Phone Number 5-5728
Newspaper Affiliation .....McClatchy
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....Eleanor McClatchy
Station Manager.....James H. Ranger
Program Manager.....James E. Longe
Chief Engineer.....Frank Nesmith

KXOB
STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KXOB, Inc.
Business-Studio Address.....Hotel Stockton
Phone Number 4-7313
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....Pearson, McGavren, etc.
Membership .....NARTB, BAB
President.....J. E. Gamble
Gen., Sta., Comm. Mgr.....Ort Lofthus
Program Director.....Homer Van Derwerker
Publicity Director.....Carolyn Prybil
Chief Engineer.....James L. Johnson

KSUE
SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Nolan Hallowell, James E. McKahan
Phone Number.....2020
Air Time.....Full Time
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Tracy Moore
Membership .....NARTB
Gen., Sta. Mgr.....Nolan Hollowell
Commercial Manager.....Frank Rondas
Program Director.....Gerald Oliver
Chief Engineer.....Harold C. Houston

KTKR
TAFT—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone Number 5-3101
Air Time.....Day Time
News Service.....UP
Pres., Gen. Mgr.....Kenneth Aitken
Station Manager.....George J. Tchumy, Jr.
Commercial Manager.....Jack Smith
Chief Engineer.....Kenneth Aitken

KCOK
TULARE—1945—MBS-CCN

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sheldon Anderson
Business Address.....P. O. Box 119
Phone Number.....6-2866
Air Time.....Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Sheldon Anderson
Sta., Sales Prom. Mgr.....Don Weldon
Program Director.....Bob Lee
Chief Engineer.....Don Ferguson

KTUR
TURLOCK—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 526
Phone Number.....Turlock 43430, 45827
News Service .....UP
Representative .....O'Connell
President .....Wallace Lindskoog
General Manager.....H. Ansell McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI
UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Phone .....Homestead 2-4771
Air Time .....Unlimited
Representative .....McGavren
Transcription Service .....Standard
News Service .....AP
Pres., Gen. Mgr.....M. E. Sims
Commercial Mgr.....Louis DuMoulin
Program Director.....John Franklin
Chief Engineer.....Stanley Ryno

KGYW
VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Vallejo Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone Number.....Vallejo 8-8944
News Service .....UP
Representative .....McGavren
Co-Managers.....Ellsworth Peck, A. J. Krisik
Program Director.....Ellsworth Peck
Publicity Director.....Robert Wade
Chief Engineer.....William Roberts

KVEN
VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address .....Box 1611
Phone Number.....Miller 3-8675
News Service .....UP
Representative .....McGavren, Webb
Pres., Gen. Mgr.....Harry M. Engel
General Manager.....Sydney Held
Program Director.....Fred Hall
Chief Engineer.....Frank Haines

KVVC
VENTURA—1947

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County
Business Address.....P.O. Box 1411
Phone Number.....Miller 3-6185
Air Time.....6 a.m.-M.
Representative .....Walker
Transcription Service .....Langworth
President.....Wm. H. Haupt
Station Manager.....Karl A. Rembe
Sales Prom., Comm. Mgr.....Bob Brown
Chief Engineer.....Charles Farmer

KONG
VISALIA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tulare County Bdcstg.
Address.....Rt. 6, Box 205
Phone Number 4-5811
Air Time.....Full Time
News Service .....AP
Representative .....Hollingbery
President.....Knox La Rue
General Manager.....Jim Carroll
Program Manager.....Mike Kirmeyer
Chief Engineer.....Gorman Brown

KWSO
WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone 2145
Air Time .....Daytime
Transcription Service.....Lang-Worth, SESAC
News Service .....UP
Membership .....NARTB
President.....E. J. Peters
Gen., Sta. Mgr.....Theodore G. Heinrichs
Comm., Sale Prom. Mgr.....Jim Hodges
Chief Engineer.....Bob Robertson
Pgm., Pub. Dir.....Bob Bann

KHUB
WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Patrick H. Peabody
Business Address.....P. O. Box 349
Phone 4-5641
Air Time.....Full Time
News Service .....UP
Representative .....Rambeau
Membership .....NARTB
President.....Patrick H. Peabody
Gen., Sta., Comm. Mgr.....Hal E. Chase
Program Director.....Tom Martin
Chief Engineer.....Merle Rossman

KSYC
YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone Number 624
Air Time.....Full Time
News Service .....AP
Membership .....NARTB
President.....E. G. Millbourn
General Manager.....D. C. Holfinger
Station Manager.....Jack A. Mitchell
Assistant Manager.....D. M. Comstock
Chief Engineer.....Bill Maginnis

KUBA
YUBA CITY—1947

Frequency: 1600 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Business Address.....Hotel Marysville
Phone Number 3-7309
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Ayers, O'Connell
President.....Chester V. Ullom
Gen., Station Manager.....Roger R. Hunt
Commercial Manager.....Lloyd Klemp
Sales Promotion Mgr.....Ray Davenport
Pgm., Pub. Dir.....Ric Ryan
Chief Engineer.....John J. Rolih

COLORADO

Pop. Feb. 1, 1954 (Est.) 1,558,000 — Families 461,000
Radio Homes 446,000 — TV Homes 199,500 — Stations in State 33

KGIW
ALAMOSA—1929

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Phone Number 26
News Service .....UP
Transcription Service .....SESAC
President.....E. L. Allen
General Manager.....D. L. Allen
Director of News.....Charles Dynes

KBOL
BOULDER—1946—COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....1617 Pearl
Air Time.....7 a.m.-11:05 p.m.
News Service .....UP
Transcription Service.....Standard, Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Russel Shaffer
Commercial Manager.....Gene Palm
Chief Engineer.....Blair Dobbins

KRLN
CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone Number 1100
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service.....Keystone, Cole
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....Ed Wood

KRDO
COLORADO SPRINGS—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
Phone Number.....Melrose 2-1515
Air Time.....6:00 a.m.-M.
News Service .....AP
Transcription Service....Standard, Langworth, Thesaurus
Representative .....McGillvra
Pres., Gen. Mgr.....Joseph H. Rohrer
Business Manager.....Paul Crozier
Commercial Manager.....Harry Hoth
Program Director.....Jean Gitz
Chief Engineer.....Herbert Schubarth

KVOR
COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Address.....512 So. Tejon
Phone Number.....Melrose 4-2844
Air Time .....Unlimited
News Service .....UP

Transcription Service ..... World
Representative ..... Hollingbery
Membership ..... NARTB, BAB
Pres., Gen., Mgr. ..... J. D. Russell
Sta. Mgr., Prog. Dir. ..... Isabelle McClung
Publicity Director ..... Betty Demarest
Chief Engineer ..... H. Cozine Strang

KRAI

CRAIG—1949—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By . No. Western Colo. Bcstg. Co.
Business Address ..... Craig
Phone Number 707-8
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... BAB, NARTB
President ..... Miles Barrett
General Manager ..... George Cory
Station Manager ..... Gene Wilburn
Comm., Sales Prom. Mgr. ..... Carr Pecknold
Program, Pub. Dir. ..... William M. Jack, Jr.
Chief Engineer ..... Norman Davis

KFEL

DENVER—1923—MBS

Frequency: 950 Kc. ..... Power: 5,000 Watts
Owned-Operated By . . Eugene P. O'Fallon, Inc.
Business-Studio Address ..... Albany Hotel
Phone Number ..... ALpine 4681
Air Time ..... 24 hrs.
News Service ..... INS
Transcription Service ..... Associated
Representative ..... John Blair
Membership ..... NARTB, BAB
General Manager ..... Gene O'Fallon
Managing Director ..... Frank Bishop
Commercial Mgr. ..... John McEniry
Prom. Mgr., Publ. Dir. ..... Gene O'Fallon, Jr.
Program Director ..... Dale Morgan
Chief Engineer ..... Rhean Cunningham

KLIR

DENVER—1953

Frequency: 990 Kw. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Denver Bcstg. Co.
Address ..... 6535 W. Jewell
Phone Number ..... Westwood 1313
Owner-Gen. Mgr. ..... F. Donald Hall
Commercial Mgr. ..... L. L. Tracy
Program Director ..... Ernest E. Mark
Chief Engineer ..... Lloyd L. Wilson

KLZ

DENVER—1922—CBS

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Operated By . Aladdin Radio & TV, Inc.
Business-Studio Address ..... 131 Speer Blvd.
Phone Number ..... MAin 4271
Air Time ..... 5:30 a.m.-M.
News Service ..... AP, INS.
Transcription Serv. . . Standard, Capitol, World
Representative ..... Katz
Membership ..... NARTB, BAB
Pres., Gen., Sta. Mgr. ..... Hugh B. Terry
Commercial Manager ..... Dudley Tichenor
Sales Prom. Mgr. ..... Bill Day
Program Director ..... Charles C. Roberts
Chief Engineer ..... Harvey E. Wehrman

KMYR

DENVER—1941—COLUMBINE

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KMYR Bcstg. Co.
Address ..... Security Life Bldg.
Phone Number ..... MAin 4161
Air Time ..... Unlimited
News Service ..... AP
Station Representative ..... Forjoe & Co.
Membership ..... NARTB
Pres., Gen. Mgr. ..... F. W. Meyer
Station Manager ..... A. G. Meyer
Commercial Manager ..... Ed Koepke
Pgm., Prod. Dir. ..... Lowell Switzer
Chief Engineer ..... Walt Wilson

KOA

DENVER—1924—NBC

Frequency: 850 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... KOA, Inc.
Business-Studio Address . . 1625 California St.
Phone Number ..... Main 6211
Air Time ..... Full Time
News Service ..... AP, INS
Transcription Service . . Thesaurus & Associated
Representative ..... Edward Petry & Co.
Membership ..... NARTB, BAB
President ..... William W. Grant
Gen., Sta. Mgr. ..... Don Searle
Sales Promotion Manager ..... Dick Harris
Program Director ..... Jim Atkins
Publicity Director ..... Ralph Radetsley
Chief Engineer ..... Robert H. Owen

KTLN

DENVER—1948

Frequency: 1150 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Radio Station KTLN
Address ..... 431 W. Colfax
Phone Number ..... Acoma 4811
Air Time ..... 4:30 a.m.-Sunset
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Radio Reps., Inc.
Owner ..... Leonard Coe
General Manager ..... John L. Buchanan
Commercial Manager ..... Dean Jarvis
Sales Promotion Mgr. ..... Del Wood
Program Director ..... Jack Helling
Chief Engineer ..... O. E. Kelly

KVOD

DENVER—1925—ABC

Frequency: 630 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... Colorado Radio Corp.
Business-Studio Add. . . Midland Savings Bldg.

Phone Number.....TAbor 2291
Air Time.....Full Time
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
Membership .....NARTB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Commercial Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
Phone Number 117
News Service .....UP
Transcription Service.....SESAC, Thesaurus, World
Representative .....Holman Co.
President .....Mike Cummins
General Manager.....R. E. O'Brien
Comm., Prom. Mgr.....Lindsey Becker
Program Director.....Clayton Holm
Publicity Director.....Frank Toomey
Chief Engineer.....Henry Pollman

KGMC

ENGLEWOOD—1952

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grady Franklin Maples, P. B. McAlister
Address.....3355 S. Broadway
Phone Number.....Sunset 1-4481
News Service .....UP
Co-owner, Gen. Mgr.....Grady F. Maples
Co-owner, Prog. Dir., Prom. Mgr..R. B. McAlister
Chief Engineer.....D. F. White, Jr.

KCOL

FT. COLLINS—1947—COLUMBINE INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number 2600
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Herb Hollister
General Manager.....Ellis Atteberry
Commercial Manager.....Bob McClary
Program Director.....Hollis Hoff
Chief Engineer.....Dan Coltrane

KFTM

FORT MORGAN—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By...Morgan County Bcstg. Co.
Address.....P. O. Box 431
Phone Number 1000
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
General Manager.....Donnell K. Smith
Program Director.....Johanna Hanson
Chief Engineer.....Richard Oldfield

KGLN

GLENWOOD SPRINGS—1950—MBS WESTERN SLOPE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Phone Number 777
Representative .....Holman
News Service .....UP
President.....Rex Howell
Co-owner, Gen. Mgr.....Jerry Fitch
Program Director.....Gene Curtis
Chief Engineer.....Bonner Z. Baker

KEXO

GRAND JUNCTION—1948 COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Phone Number 1230
Air Time.....6 a.m.-12M.
News Service .....INS
Transcription Service.....Capitol, Thesaurus
Representative.....Harlan Oakes
Membership .....NARTB, BAB
President.....D. Spencer Grow
Gen., Sta. Mgr.....Abbott Tessman
Program Director.....Robert Collins
Publicity Director.....Mildred Fuller
Chief Engineer.....D. E. Towne

KFXJ

GRAND JUNCTION—1926—MBS WESTERN SLOPE-INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts d; 500 Watts n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Phone Number 1300
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NARTB
Pres., Gen. Mgr.....Rex Howell
Sta., Comm. Mgr.....E. Anson Thomas
Program Director.....Ed Lewis
Chief Engineer.....Cecil Whitchurch

KFKA

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By..Mid.Western Bcstg. Co., Inc.
Business-Studio Address.....620—8th Ave.
Phone Number 450-1

Air Time.....Full Time
Representative .....Hal Holman
News Service .....UP
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....H. E. Green
Sta., Comm. Mgr.....William G. Stewart
Program Director.....Jack Redus
Chief Engineer.....Harry Brewer

KYOU

GREELEY—1948—KBS-COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Phone Number 3275
Air Time .....Unlimited
News Service .....AP
Representative .....McGillvra, Inc.
Transcription Service .....World
President, Gen. Mgr.....Elwood H. Meyer
Sta. Mgr. Chief Engr.....John T. Roscoe

KBNZ

LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....Radio Building
Phone 42
Air Time.....6:00 a.m.-12M.
News Service.....UP
Representative .....Clark
President.....M. S. Morrison
Gen., Sta. Mgr.....R. D. Gerkin
Comm. Mgr., Chief Eng.....R. D. McGregor
Program Director.....Dorene Brown

KLMR

LAMAR—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....Lamar, Colorado
Phone Number 804
News Service .....AP
Transcription Service .....World
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Everett Shupe
Comm., Prom. Mgr.....Dennis Behan
Program Director.....Claire Behan
Chief Engineer.....Kenneth Roberts

KLVC

LEADVILLE—1951—KBS COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Leadville's Top of the Nation Station, Inc.
Address.....520 W. 6th St.

THOSE WHO KNOW FAMOUS BRANDS....

Short and sweet, from a commercial manager: "Sponsor was 100% satisfied . . . said he was more than pleased with the AP's material . . . declared this was one of their best promotions."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Phone Number 70
Representative .....Clark
President.....Vir N. James
General Manager.....J. L. Littlejohn

KLMO

LONGMONT—1949—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Phone Number 1050
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr.....Irving Ludlow
Program Director.....Dick Lee
Chief Engineer.....Walter Robinson

KUBC

MONTROSE—1947—KBS
INTERMOUNTAIN

Frequency: 1260 Kc.....1000 Watts d.; 500 Watts n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone Number 199
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, BAB
President.....F. J. Hartman
Gen., Sta. Mgr.....Geo. Cory
Sales Prom. Mgr.....Dale G. Moore
Program Director.....Ed DeJulio
Chief Engineer.....Tom Weir

KCSJ

PUEBLO—1947—MBS
INTERMOUNTAIN

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....211 W. 5th St.
Phone Number 8522
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....Douglas Kahle
Commercial Mgr.....Bob Clinton
Program Director.....Larry Gordon
Chief Engineer.....Dale Redlingshafer

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
Phone Number 1255
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....McGillvra
President-Gen. Mgr.....Dee B. Crouch
Sales Prom. Manager.....Bill Beck
Chief Engineer.....William Willig

KGHF

PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address .....Box 293
Phone Number 3877
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Gill-Perna, Inc.
President .....Gifford Phillips
General Manager.....Robert D. Ellis
Commercial Manager.....Bill Mahoney
Station Manager.....J. H. McGill
Chief Engineer.....Willis C. Shanks

KVRH

SALIDA—1948—KBS
COLUMBINE-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vir N. James
Phone Number 30
News Service .....INS
Representative .....Clerk
Sta., Chief Eng., Gen., Comm. Mgr. Vir N. James
Program Director.....Jack Diehl
Chief Engineer.....Philip Parmelee

KGEK

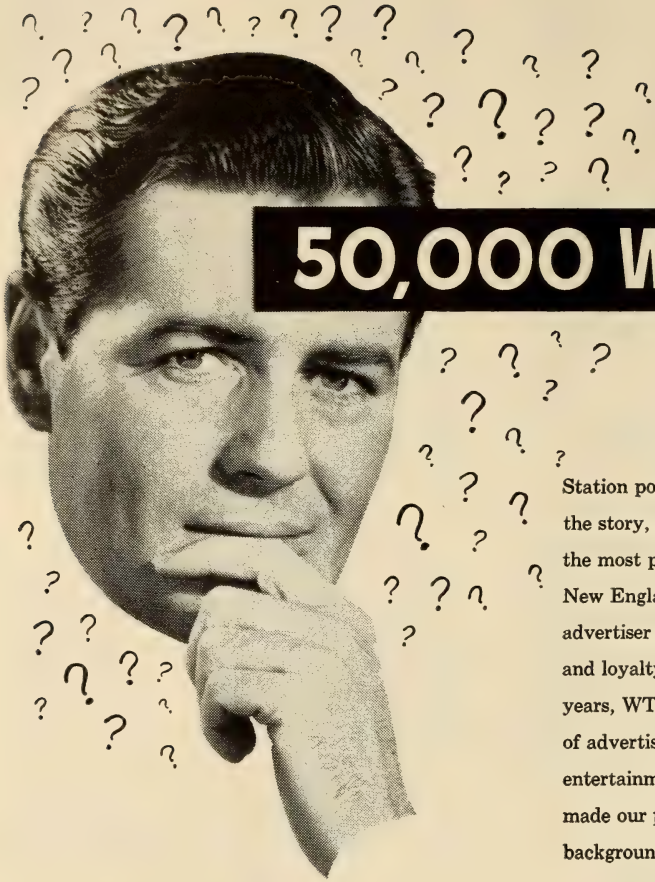
STERLING—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number 679
News Service .....UP
Owner, Gen. Mgr.....Elmer G. Beehler

KCRT

TRINIDAD—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address .....Box 772
Phone Number 338
News Service .....UP
Transcription Service.....World, Langworth
Pres., Gen. Mgr.....E. M. Cooper
Commercial Mgr.....Bob Loehr
Program Director.....Vince Brascia
Pgm., Publ. Dir.....Martin Mendine



50,000 WHATS ?

Station power by itself is only part of the story, and the fact that WTIC is the most powerful station in Southern New England would not interest an advertiser were it not for the confidence and loyalty of our listeners. Over the years, WTIC's policy of careful screening of advertisers, high standards of entertainment and public service has made our programs unexcelled backgrounds for messages that sell.

FOR YOUR SELLING . . .
USE WTIC

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

CONNECTICUT

Pop. Feb. 1, 1954 (Est.) 2,097,000 — Families 639,000
Radio Homes 630,000 — TV Homes 485,000 — Stations in State 26

WICC

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address .....Box 9140
Air Time.....24 hrs.
News Service.....AP
Phone Number.....Tr 8-1601
Transcription Service.....Thesaurus
Representative.....Adam Young & Co.
Membership .....BAB
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Promotion Manager.....Joan Fisher
Program Director.....Bob Crane
Chief Engineer.....Pat Uliano

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone Number 3-3112
Air Time .....Full Time
News Service .....UP
Representative .....Rambeau, Bannan
President-Chief Engineer.....Harold Thomas
Commercial Manager.....Ray Colonari
Program Director.....Jack Dahlby
Publicity Director.....Grace Kaltenbach

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number 9265
Air Time .....Daytime
News Service .....UP
Representative .....McGillvra
Transcription Service.....Associated, World
President.....Frederick W. Beach
Gen., Sta. Mgr.....R. H. Gillespie
Comm., Sales, Prom. Mgr....Amleto Ciccarelli
Chief Engineer.....Richard L. Ricci

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number 8-3565
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Engineer.....Rudolph Cehak

WCCC

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
Phone Number.....Jackson 5-6648
Air Time.....Local sunrise-local sunset
News Service .....UP
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Program Director.....B. LaCoe
Publicity Director.....E. Seltzer
Chief Engineer.....Michael Cookish

WDRC

HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address.....750 Main St.
Phone Number 7-1188

WE CREATE CASH CUSTOMERS

HARTFORD'S ONLY INDEPENDENT STATION — OFFERING MUSIC AND NEWS ALL DAY, EVERY DAY.

"THERE'S T.N.T. ON WCCC"
(Time, news, temperature, including weather every 15 minutes)

Representatives: Walker
Kettell-Carter

1290 KC 500 WATTS

Air Time.....Full Time
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Transcription Service .....SESAC
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
Comm., Sales Prom. Mgr.....William F. Malo
Program, News Dir.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WGTH

HARTFORD—1935—MBS

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By..Gen. Times Television Corp.
Business-Studio Address.....54 Pratt St.
Phone Number..... .....Hartford 7-9131
Air Time.....Full Time
News Service .....UP
Representative.....H-R Reps, Inc.
President.....Thomas F. O'Neil
General Manager.....F. W. Wagenvoord
Commercial Manager.....Cy Kaplan
Program Director.....John Downey
Chief Engineer.....Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business Address.....555 Asylum St.
Phone Number 2-0237
Air Time.....Full Time
News Service .....AP
Representative.....Everett-McKinney, Bannan
General Manager.....C. Glover DeLaney
Assistant Manager.....R. K. Blackburn
Commercial Manager...Leonard R. Schoenfeld
Program Director.....Mitchell Betters
Chief Engineer.....Charles S. Masini

WTIC

HARTFORD—1925

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Phone Number 5-0801
Air Time.....Full Time
News Service .....AP, INS
Transcription Service....Lang-Worth SESAC
Representative .....Christal
General Manager.....Paul W. Morency
Commercial Mgr.....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Director.....Leonard J. Patricelli
Promotion Mgr.....Bernard Mullins

(*See Page* 364)

WMMW

MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8 W. Main St.
Phone Number.....5-5747
Air Time .....Daytime
News Service.....UP
President.....C. A. Schultz
General Manager.....G. A. Kruttschnitt
Program Director.....Leo Finn
Chief Engineer.....John Roache

WCNX

MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Phone Number.....Diamond 7-2565
President.....R. J. O'Brien
General Manager.....Wm. J. O'Brien, Jr.
Program Director.....Wm. J. Glynn
Chief Engineer.....Kenneth A. F. Bishop

WHAY

NEW BRITAIN—1949
CONNECTICUT STATE
FOREIGN LANGUAGE

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone Number.....3-2721
Air Time .....Unlimited
News Service.....UP
Representative.....Adam Young, Bannan
President .....Patrick Goode
Exec. Vice-Pres.....Edward D. Taddei
Secretary-Treasurer .....Aldo DeDominicis
Station Manager.....Leo Borin
Commercial Manager.....Charles Bell
Program Director.....Pete Stoner
Chief Engineer.....Hillis W. Holt

WKNB

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St.
Phone Number.....Baldwin 3-3603
Air Time .....Daytime
News Service .....AP
Representative .....Bolling
Membership .....NARTB
President .....Julian Gross
General Manager.....Peter B. Kenney
Commercial Manager.....Gustave Nathan
Program Director.....Robert Andrews
Publicity Director.....Dean Bafford
Chief Engineer.....John Shipley

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number.....SPruce 7-4761
Air Time.....Local sunrise-local sunset
News Service .....AP

Representative.....Forjoe, Kettell, Carter
Membership .....BAB
President.....Victor W. Knauth
V.P., Gen., Sta. Mgr.....Daniel W. Kops
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Ralph Carrano

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number.....UNiversity 5-1133
Air Time.....Full Time
News Service .....UP
Representative .....Headley-Reed
Pres., Gen. Mgr.....Richard W. Davis
Commercial Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number.....SP 7-3611
Air Time .....Full Time
News Service.....AP, INS
Representative.....Katz Agency
Membership .....NARTB
President.....Patrick J. Goode
General Manager.....Aldo DeDominicis
Exec. Vice-Pres.....Edward D. Taddei
Commercial Manager.....J. Vincent Callanan
Station Manager.....Edward C. Obrist
Prom. Mgr., Publ. Dir.....James W. Evans
Chief Engineer.....Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS YANKEE, CONN. ST.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Air Time.....Unlimited
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Prog., Publ. Dir.....Nelson Brown
Chief Engineer.....Randolph Barrett

WNLK

NORWALK—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone Number.....Temple 8-5566
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Pres., Gen. Mgr.....James Stolcz
Program Director.....John Naylor
Chief Engineer.....Russ Bassett

WICH

NORWICH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
Phone Number.....Turner 7-1613
Air Time.....Full Time
News Service .....UP
Transcription Service.....World
President.....J. K. Lasser
Promotion Dir.....Edward Adler
Chief Engineer.....Alexander Dubenetsky

WPCT

PUTNAM—1953

Frequency: 1350 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Phone Number 8-2721
President.....Roland A. Gayette
General Manager.....Daniel J. Hyland
Program Director.....William Winne
Chief Engineer.....James Bonney

WSTC

STAMFORD—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Air Time.....6:30 a.m.-M.
Newspaper Affiliation.....Stamford Advocate
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NARTB
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Program Director.....Walter Dibble
Acting Chief Engineer.....Alex Kiselewich

WLCR

TORRINGTON—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone Number 4173
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BAB
Pres., Gen. Mgr.....Charles O. Scott
Comm., Sales Prom. Mgr.....Joe Storm
Program Director.....Ken Mudgett
Chief Engineer.....Alfred Pollakat

WTOR
TORRINGTON—1948
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Phone Number 4181
Air Time.....Full Time
News Service .....AP
Representative .....Rambeau
President .....Harold Thomas
Gen., Sta. Mgr.....Edmund Waller
Sales Prom., Comm. Mgr.....John J. Morris
Program Director.....Richard C. Kilbourn
Chief Engineer.....Edwin Michalski

WATR
WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number 5-1121
Air Time.....7 a.m.-M.
News Service .....UP
Representative .....Rambeau, Bannon
Membership .....NARTB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Wallace Gordon
Program Director.....Wally King
Publicity Director.....Phil Corvo
Chief Engineer.....Russell Jensen

WBRY
WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
Phone Number 3-1125
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel, Kettel-Carter (Boston)
Membership .....NARTB
President.....William J. Pape
Commercial Manager.....Harry A. DeVorken
Gen., Sta. Mgr.....J. Maxim Ryder
Sales Promotion Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WWCO
WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Air Time.....Full Time
News Service .....AP
Representative .....McGillvra
President.....William G. Wells
Commercial Manager.....Al Simmons
Program Director.....Robert C. Crager
Chief Engineer.....Wm. Goldstein

DELAWARE

Pop. Feb. 1, 1954 (Est.) 324,000 — Families 91,000
Radio Homes 87,000 — TV Homes 76,000 — Stations in State 7

WDOV
DOVER—1948

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Del. State Capital Bcstg. Corp.
Business Address.....Denny's Rd.
Phone Number 5816
Air Time.....6:30 a.m.-Sunset
News Service .....AP
Transcription Service .....World
Representative .....Rambeau
Membership .....BAB
President.....Dr. C. F. Freed
General Manager.....Cliff Goodman
Commercial Manager.....William S. Freed
Chief Engineer.....B. Brownell

WJWL
GEORGETOWN—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Phone Number 2567
Air Time.....6:00 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
President.....John W. Rollins
Gen., Comm. Manager.....Norman M. Glenn
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoa

WKSB
MILFORD—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Phone Number.....Milford 8881
News Service .....UP
Transcription Service .....Langworth
Co-owner, Comm. Mgr.....H. M. Griffith Jr.
Co-owner, Chief Engineer....C. V. Lundstedt
Program Director.....Borden E. Smith

WAMS

WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Bus.-Studio Address.....321 Delaware Ave.
Phone Number 4-8882
Air Time.....6:00 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Hollingberry
President.....Frank S. Carrow
General Manager.....Edwin A. McKeon
Comm. Mgr.....William S. Ewing
Program Director.....Tim Crow
Chief Engineer.....Perley Tribou

WDEL

WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Air Time.....6:00 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
National Sales Manager....J. Robert Gulick
Program Director.....R. V. Aydelotte

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ewing B. Hawkins
Sta., Comm. Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
Chief Engineer.....H. Edwin Kennedy

WTUX

WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
Pres.-Sta. Mgr.....Gordon K. MacIntosh
General Mgr.....Howard Robinson
Commercial Mgr.....John M. Talley
Program Director.....William H. Gehlert
Publicity Director.....Justina Spagnolo
Chief Engineer.....Seymour Toberisky

THOSE WHO KNOW FAMOUS BRANDS....

Says a station executive, speaking of a Cadillac dealer's program: "Our sponsor believes Cadillac is the ultimate in automobile quality. We at the station believe just as firmly that the ultimate in news is **AP**. The marriage, you might say, was inevitable."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

DISTRICT OF COLUMBIA

Pop. Feb. 1, 1954 (Est.) 834,400 — Families 271,000
Radio Homes 262,000 — TV Homes 201,500 — Stations in State 7

WGMS

WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Good Music Station, Inc.
Address .....Hotel Harrington
Phone Number.....Executive 3-8676
Transcription Service .....Associated
News Service .....AP
Air Time.....6:30 a.m. to Sunset
Representative .....Good Music Bcstrs.
Pres., Gen. Mgr.....M. Robert Rogers
Commercial Mgr.....Dan Cavalier
Program Director.....Pierson Underwood
Chief Engineer.....Nick Chaconas

Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Bus.-Studio Add...4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....Full Time
News Service .....AP
Transcription Service .....SESAC
Newspaper Affiliation.....Evening Star
Representative.....The Katz Agency
Membership .....NARTB
President.....S. H. Kauffmann
V.P., General Manager.....K. H. Berkeley
Sales Prom., Pub. Dir.....Haywood Meeks
Commercial Mgr.....Robert Jonscher
Program Director.....Charles Bishop
Chief Engineer.....Frank Harvey

WMAL

WASHINGTON, D. C.—1926—ABC

Frequency: 630 Kc.....Power: 5000 Watts

WOL

WASHINGTON, D. C.—1924

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....Wash. Bcstg. Corp.
Address.....1000 Connecticut Ave.
Phone .....MEtropolitan 8-0010
Air Time.....Full Time
Transcription Service .....SESAC
News Service .....UP
President .....Henry Rau
General Manager.....Charles Dillon
Comm. Mgr., Prog. Dir.....Maxwell Marvin
Publicity Director.....Joan R. Dorf
Chief Engineer.....Lloyd Smith

WOOK

WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.
Phone Number.....Republic 7-8000
News Service .....UP
Pres., Gen. Mgr.....Richard Eaton
Comm., Sta. Mgr.....Arthur A. Snowberger

WRC

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..Sheraton Park Hotel
Phone Number.....Adams 4-5400
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
President (NBC).....Sylvester L. Weaver Jr.
Exec. Vice-Pres. (NBC).....Robert Sarnoff
Vice-Pres. (Wash.) .....Frank Russell
General Manager.....Carlton D. Smith
Program Director.....James E. Kovach
Sales Prom. Mgr.....Robert Adams
Chief Engineer.....John Rodgers

WTOP

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By .....WTOP Inc.
Business-Studio Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....Full Time
News Service.....AP, UP, INS
Representative.....CBS Radio Spot Sales
President, Gen. Mgr.....John S. Hayes
V.P., Comm. Mgr.....George Hartford
V.P., Program Director.....Lloyd Dennis
Sales Promotion Mgr.....Warren Boorom
Publicity Director.....Cody Pfanstiehl
V.P., Chief Engr.....Clyde Hunt

WWDC

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Phone Number.....Sterling 3-3800
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Blair
Membership .....NARTB, BAB
President .....Joseph Katz
General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sls. Prom., Pub. Dir.....Irving Lichtenstein
Chief Engineer.....Ross H. Beville

Washington's
BEST

BUY
Ask your John Blair man for the WWDC story!

FLORIDA

Pop. Feb. 1, 1954 (Est.) 3,192,000 — Families 1,041,000
Radio Homes 905,000 — TV Homes 397,500 — Stations in State 80

WBAR

BARTOW—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....William Avera Wynne
Address.....Box 820, Lakeland Hwy.
Phone Number 3-5111
President.....W. A. Wynne
General Manager.....Ted Leeper
Commercial Mgr.....John Burgreen
Chief Engineer.....Edward St. Clair

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 8
Phone Number.....2063
Air Time .....Daytime
News Service .....UP
Transcription Service.....Thesaurus, SESAC, World
Membership .....BAB, NARTB
President.....Dr. R. G. Nelson
V.P., Gen. Mgr.....Mrs. Mary Foy
Sales Manager.....Marvin Smith
Chief Engineer.....C. S. Clemans

WTRL

BRADENTOWN—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Trail Bcstg. Corp.
Business Address.....Memorial Pier
Phone Number 3-1531
Air Time.....Full Time
News Service .....AP
Representative .....Hil Best
Transcription Service .....World, Standard
Exec. Vice-Pres.....Howard A. Donahoe
Station Mgr.....George W. Manning
Dir. of Operations.....Don McKellar
Chief Engineer.....Gerald McGougan

WTAN

CLEARWATER—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Clearwater Ra. Bcstrs., Inc.
Business Address.....200 Pierce Blvd.
Phone Number.....33084
Air Time.....6:00 a.m.-12 M.
News Service.....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President.....Otis E. Pruitt
General, Station Manager.....H. D. Parker
Commercial Manager.....F. L. Parker
Program Director.....L. H. Falconnier
Chief Engineer.....John D. Callan

WKKO

COCOA—1953—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Brevard Bcstg. Co.
Address .....Box 387
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Hil F. Best
Membership .....BAB, NARTB
General Manager.....Emerson W. Browne
Comm. Mgr., Prog. Dir.....Carl G. Collins, Jr.
Chief Engineer.....Davis E. Wilson

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aragon Ave.
Phone Number 48-7411
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative .....Clark
Membership .....BAB, NARTB
President-General Mgr.....George W. Thorpe
Commercial Manager.....T. Hooke McCallie
Program Director.....Robert S. Stevens
Chief Engineer.....Thomas Middleton

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulfshores Bcstg. Co.
Business-Studio Address.....Box 518
Phone Number.....3511
News Service .....AP
Transcription Service.....World, SESAC
President.....D. Grady O'Neal
Program Director.....Vernon Cooper
General Manager.....Sam F. Townsend

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number 6491
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....SESAC
Representative....Joseph Hershey McGillvra
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Program Director.....Mildred Mullins
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948—MBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address..Daytona Beach, Fla.
Phone Number.....2-0531
Air Time.....Full Time
News Service.....AP
Representative.....John H. Perry
Membership.....BAB, NARTB
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....R. Y. Huffman
Prog., Publ. Dir.....William R. Steadman
Chief Engineer.....F. A. Scott

WROD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Bus. Address.....Wilder Blvd. & S. Beach St.
Phone Number.....4626
Air Time.....Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Rambeau
Pres.-Gen. Mgr.....E. J. Sperry
Pgm. Dir., Chief Engr.....W. C. Collier

WJBS

DELAND—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone Number.....1490
News Service.....AP
Transcription Service.....Associated
Membership.....NARTB
Gen. Mgr., Prog. Dir.....C. L. Menser
Comm., Prom. Mgr.....Robert Walton
Chief Engineer.....James Miller

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Broward Bcstg. Co.
Address.....P. O. Box 78
Phone Number.....2-2563
News Service.....UP
Representative.....Hil F. Best
President.....Myles Johns
Gen., Sta. Mgr.....Ted Nelson
Program Director.....Betty Phillips
Chief Engineer.....Sam Dudas

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio Address.....Box 131
Phone Number.....3-2511
Air Time.....Full Time
News Service.....AP
Transcription Service.....World, Langworth
Representative.....Sears & Ayer
President.....J. W. Dickey
Gen., Sta., Comm. Mgr.....R. L. Bowles
Program Director.....Jack W. Swart
Chief Engineer.....Richard P. Northey

WINK

FT. MYERS—1939—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address.....54 E. First St.
Phone Number.....4-1341
News Service.....AP
Representative.....Donald-Cooke
President.....Daniel Sherby
General Manager.....A. J. Bauer
Program Director.....Frank Nodine
Chief Engineer.....James Lacy

WMYR

FT. MYERS—1952

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Robert Hecksher
Address.....33 East Hanson St.
Phone Number.....5-1175
Transcription Service.....Lang-Worth
News Service.....UP
Commercial Manager.....Kenneth M. Parke

WARN

FORT PIERCE—1952—ABC-KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Hurricane Bcstg. Co.
Address.....Box 1343
Phone Number.....1330
Co-owner, Gen. Mgr.....Murray C. Tillman
Co-owner, Prom. Mgr.....C. C. Tillman Jr.
Commercial Mgr.....E. Fisher Darden
Program Director.....Willis M. Shawver Jr.
Chief Engineer.....John E. Palmer

WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Phone Number.....1400
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Membership.....NARTB
Transcription Service.....World
Pres., Gen., Sta. Mgr.....James L. Howe
Program Director.....Anne Wilder
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....James Sowinski

WGGG

GAINESVILLE—1948—ABC

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Business-Studio .....1230 Waldo Rd.
Phone Number 5791
News Service .....AP
Transcription Service .....World
Representative .....Best
Pres., Gen. Mgr., Ch. Eng...R. M. Chamberlin
Commercial Manager.....Leon E. Mims
Program Director.....Pierre A. Bejano
Promotion Manager.....Scott Sutton

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.Campus, Univ. of Fla.
Phone Number.....3261, Ext. 466-7-8
Air Time.....Full Time
News Service .....AP
Transcription Service...Langworth, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
General Manager.....Garland Powell
Commercial Manager.....John Dunnavant
Station Manager.....Ray Dantzler
Chief Engineer.....Bertram McNamara

WHWD

HOLLYWOOD—1953

Frequency: 1320 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Circle Bcstg. Co.
Address.....First Ntal. Bank Bldg.
Phone Number 2-2969
News Service .....UP
Transcription Sevice .....Capitol
Representative .....McGillvra
Owner.....Roy M. Greene
General Manager.....Robert L. Bowles
Chief Engineer.....George Ralston

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Edward J. Oberle
Business-Studio Address.....Rt. 9, Box 228A
Phone Number 4-7722
News Service .....INS
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Edward J. Oberle
Commercial Manager.....Arman Reinke
Program Director.....Richard Webb
Chief Engineer.....James Stephens

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number 4-1681
Air Time.....Full Time
Transcription Service .....MUSAC
Representative.John Blair; Harry E. Cummings
Commissioner in Charge.....J. D. Kennedy
Sta. Mgr., Chief Engr.....John T. Hopkins, III
Program Director.....Marion D. Trowell
Commercial Manager.....J. W. Douglass

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Journal Co.
Bus.-Studio Address....4038 Phillips Highway
Phone Number 4-7711
Air Time.....6 a.m.-12M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John H. Perry Associates
Membership .....NARTB
President.....John H. Perry, Jr.
Gen., Sta. Mgr.....T. S. Gilchrist, Jr.
Chief Engineer.....Beecher Hayford

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equipt. Co.
Business-Studio Address.....1036 Mary St.
Phone Number 98-3411
Air Time.....Sunrise to sunset
Station Representative .....Stars
President.....E. D. Rivers, Sr.
General Manager.....Jim Macri
Chief Engineer.....W. F. Askew

WMBR

JACKSONVILLE—1933—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Washington Post Co.
Business-Studio Address.....605 Main St. S.
Phone Number 9-4475
Air Time.....Full Time
News Service .....UP
Representative.....CBS Radio Spot Sales
President .....Philip Graham
Vice President.....John S. Hayes
Comm. Mgr.....Charles M. Stone
Program Director.....Dave Booher
Chief Engineer.....Ernest B. Vordermark

WPDQ

JACKSONVILLE—1942—ABC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Phone Number.....4-4421
Studio Address.....Gulf Life Bldg.
Air Time.....5:30 a.m.-1:00 a.m.
News Service .....AP
Transcription Service .....World
Station Representative.....O. L. Taylor
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Mgr.....Kenneth F. Small
Sales Prom. Mgr.....Madeleine Osborne
Program Director.....Charles E. Edwards
Chief Engineer.....James R. Donavan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Phone 6-0461
Air Time.....6 a.m.-M.
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative..Interstate United Newspapers
Pres., Prom. Mgr.....Harold S. Cohn
General Manager.....Harold Cohn, II
Program Directors.....E. Cohn,
A. Kenneth Knight
Chief Engineer.....William Johnson

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Phone Number 5-3674
Representative.....Hil F. Best
Membership .....NARTB
Air Time .....Daytime
News Service .....AP
Pres., Gen., Sta. Mgr.....J. Lyle Williams, Jr.
Program Director.....Ted Booth
Chief Engineer.....Daniel M. Long

WKWF

KEY WEST—1945—MBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address .....Stock Island
Phone Number 2-7777
Pres., Gen. Comm., Mgr....John M. Spottswood
Station Manager.....Kermit Lewin
Chief Engineer.....Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
News Service .....UP
Transcription Service.....Associated
General Manager.....Alfred H. Temple
Chief Engineer.....Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number .....MU 2127
Air Time.....Full Time
News Service.....UP
Transcription Service..Associated, World, Std.
Station Representative.....John E. Pearson
Membership .....BAB, NARTB
Pres., Gen. Mgr.....S. O. Ward
Sta. Mgr., Chief Engr.....William P. Lee
Commercial Manager.....Powell Adams
Program Director.....Maxine Tyner

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
Phone Number.....MU 5117
Air Time.....Full Time
News Service .....AP
Transcription Service .....Gates
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Imperial Polk Bcstg.
Corp.
Address.....P. O. Box 712
Phone Number 2-9831
News Service .....AP
Transcription Service .....World
Membership .....BAB, NARTB
President .....Sarkes Tarzian
Gen. Mgr., Chf. Engr.....G. Max Kimbrel
Publicity Director.....John Haughee

WEAT

LAKE WORTH-W. PALM BEACH 1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Meachem
Business Address.....422 North Dixie Hwy.
Phone Number.....Lake Worth 4422
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service .....Capitol
Representative .....Walker
General Manager.....James R. Meachem
Commercial Manager.....Clifford H. Glick
Program Director.....Bill Gordon
Chief Engineer.....Wayne Stump

WLBE

LEESBURG—1949—MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Business-Studio Address.....Box 297
Phone Number.....Leesburg 552
News Service .....UP
Transcription Service .....World
President.....Paul A. Husebo
General Manager.....Wendel F. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....J. Allen Brimmer

WNER

LIVE OAK—1949—KBS-FLA. STATE

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Oper. By.....Norman O. Protsman
Business Address.....P. O. Box 655
Phone Number 1450
Air Time.....Full Time
News Service .....UP
Commercial Mgr.....John Lee Alford
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WTYS

MARIANNA—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..John H. Phipps Radio Stas.
Address .....Box 565
Phone Number 650
Air Time.....Full Time
News Service .....AP
Representative .....Cummings
President.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton
Chief Engineer.....Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....Drawer 790
Phone Numbers 574-5
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....SESAC, World
Membership .....NARTB
President.....Henry G. Dravneek
General Manager.....Austin V. Catterton
Commercial Mgr.....Victoria C. Martin
Program Director.....Joy Jorgensen
Chief Engineer.....Hugh Tyler

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....David Haber
Trans-Address.....350 N.E. 71st St.
Phone Number 89-7534
Air Time .....Daytime
News Service .....UP
Representative..Interstate United Newspapers
Pres., Gen., Comm. Mgr.....Herbert Schorr
Program Director.....Milton Oshins
Chief Engineer.....William Reeder

WGBS

MIAMI—1944—CBS

Frequency: 710 Kc.....Power: 50,000 Watts d., 10,000 Watts n.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1005 Kane Concourse, Miami Beach, 41
Phone Number 86-0331
Air Time.....Full Time
News Service .....UP
Transcription Service .....Langworth
Station Representative...The Katz Agency Inc.
Membership .....NARTB, BAB
President.....George B. Storer
Gen., Sta. Mgr.....Miller N. Babcock
Commercial Manager.....Francis J. Riordan
Program Director.....Ewald Kockritz
Chief Engineer.....Edward C. Lockwood

WINZ

MIAMI—1946

Frequency: 940 Kc.....Power: 50,000 Watts d., 10,000 Watts n.
Owned-Operated By.....Hollywood Bcstg.
Business Address.....Biscayne Terrace Hotel
Phone Number 82-6641-3
News Service.....AP, INS
Representative .....Paul Raymer
Membership .....NARTB
Pres., Gen. Mgr.....Rex Rand
Chief Engineer.....James Sawyer

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number 3-6444
Air Time.....Full Time
News Service .....AP, INS, UP
Transcription Service.....RCA, Thesaurus
Representative .....Hollingbery
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Publicity Director.....Martha Henriquez
Chief Engineer.....M. C. Scott

WMIE

MIAMI—1948

Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel
Phone Number.....3-5556
Air Time.....Full Time
News Service .....INS
Representative.....Stars Natl., Inc.
President.....E. D. Rivers, Sr.
Gen., Sta. Mgr.....Kurt Meer
Commercial Manager.. .....Bud Dailey
Program Director.....Julian Silver
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1921—ABC

Frequency: 560 Kc.....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone Number 2-6121
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB

President.....John S. Knight
Gen., Sta., Comm. Mgr.....Owen F. Uridge
Sales Prom., Pub. Dir.....Ruth Tanksley
Chief Engineer.....Gene Rider

WWPB

MIAMI—1947—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number 3-7405
Air Time.....24 hrs.
News Service .....AP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Paul Brake
Program Director.....Peggy Newmay
Publicity Director.....Bert Y. Johnson
Chief Engineer.....Jack Wilson

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
Phone Number 5-5711
News Service .....UP
Transcription Service.....Standard, Cole
Representative .....Headley-Reed
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Sales Prom. Mgr.....Walter A. Callahan
Commercial Mgr.....C. A. Wamper
Chief Engineer.....Arthur Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. W. Rounsaville
Address.....c/o WQXI, Atlanta Ga.
Phone Number 5-5586
News Service .....UP
Representatives Dora, Clayton, Forjoe
Station Manager.....J. E. Vaughn
Program Director.....Ed. Cook
Commercial Mgr.....Arnold Kaufman
Chief Engineer.....Charles A. Hartwick, Jr.

WSBB

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Beach Bcstg. Co.
Address 760
News Service .....UP
Transcription Service .....Thesaurus
Gen., Comm. Mgr.....Walter T. Slattery
Program Director.....James D. King
Chief Engineer.....Roland W. Jordon

WTMC

OCALA—1939—NBC

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...Ocala Bcstng. Co. Inc
Address .....14 S. Magnolia
Phone Number.....MA 2-4127
Air Time.....Full Time
Newspaper Affiliation.....Perry Newspapers
News Service .....AP
Transcription Service .....Lang-Worth
President.....John H. Perry, Jr.
Gen., Prom. Mgr.....Thomas S. Gilchrist, Jr.
Commercial Manager.....T. S. Catalano
Station Manager.....James B. Smith
Publicity Director.....Ken Brown
Chief Engineer.....William P.. Callahan

WDBO

ORLANDO—1924—CBS-FRN

Frequency: 589 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number 6181
Air Time.....Full Time
News Service .....AP, UP
Transcription Service.....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membreship .....NARTB, BAB
Pres., Gen. Mgr.....Harold P. Danforth
Sales Dir.....W. G. McBride
Program Director.....Rosalind Boggs
Chief Engineer.....J. E. Yarbrough

WHOO

ORLANDO—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone Number 9900
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative .....Avery-Knodel
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Carl Hallberg
Program Director.....Walter E. Sickles
Sales Prom. Mgr.....Tom Sawyer
Chief Engineer.....Don Compton

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Box 1991
Phone Number 8163
Air Time.....4:55 a.m.-1:00 a.m.
News Service .....UP
Transcription Service.....Langworth
President.....J. L. Brechner
General Manager.....Donn R. Collee
Commercial Mgr.....Thomas H. Donohue
Program Director.....Ernest Legge
Promotion Dir.....Freda M. Hilton
Chief Engineer.....W. Dodd Daniel

WORZ

ORLANDO—1947—NBC

Frequency: 740 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Central Florida Bcstg. Co.
Bus.-Studio Address.....790 N. Orange Ave.
Phone Number 2-2451
Air Time.....Full Time
News Service .....AP
Transcription Service .....Capitol
Fepresentative .....Taylor
President .....Naomi Murrell
Gen., Comm. Mgr.....John E. Surrick
Promotion Dir..... .....Harry Gaines
Program Director.....Happy Ison
Chief Engineer.....Jim Moore

WWPF

PALATKA—1947—KBS

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Operated By.....Palatka Bcstg. Co.
Address .....Box 86
Phone Number.....EA 54555
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Langworth
Gen. Mgr., Chief Engr.....L. C. McCall
Partner.....J. E. Massey
Commercial Manager.....Herb Young
Program Director.....Johnny Gillis

WWPG

PALM BEACH—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address....3000 South Ocean Blvd.
Phone Number 2-1515
News Service .....UP
Transcription Service...Thesaurus, Langworth
President, Gen. Mgr.....Charles E. Davis
Program Director.....Florence Hicks
Chief Engineer.....Clyde L. Walkden

WDLP

PANAMA CITY—1940—NBC-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number.....Poplar 3-1777
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Perry Associates
President.....John H. Perry
General Manager.....C. B. Kelly
Sta., Comm. Mgr., Pgm. Dir....Byron Hayford

WPCF

PANAMA CITY—1949—ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number.....Sunset 5-6176
Transcription Service.....Thesaurus
Representative.....Devney, Dora-Clayton
Pres., Gen. Mgr.....E. L. DuKate
Sta. Mgr., Prog. Dir.....W. D. Lanier

WBSR

PENSACOLA—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....WBSR Bldg.
Phone Number 6173
News Service .....AP
Transcription Service .....World
Representative .....Taylor
President .....Patt McDonald
Sta., Gen. Mgr.....Don J. Lynch
Commercial Manager.....Bo Mitchell
Program Director.....Tony Chastain
Chief Engineer.....Glenn Nichols

WCOA

PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Business-Studio Address.....118 E. Intendencia St.
Phone Number 4111
Air Time .....Full Time
Newspaper Affiliation.....News-Journal
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....J. Holliday Veal
Commercial Manager.....Irving Welch
Program Director.....Roland Wolf
Chief Engineer.....Harold Heath

WEAR

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper By.....Gulfport Bcstg. Co.
Address.....2nd & Hyer St.
Phone 8-4449
Air Time.....Full Time
News Service .....AP
Membership .....BAB
Pres., Gen., Sta. Mgr.....Mel Wheeler
Pgm., Pub. Dir.....Jerry Williams
Chief Engineer.....Jim Smith

WPLA

PLANT CITY—1949

Frequency: 1570.....Power: 250 Watts d.
Owned-Operated By.....W. A. Smith
Address.....P. O. Box 1588
Phone Number 526
Air Time .....Sunrise-Sunset
News Service .....UP
Station Representative .....Best
President .....W. A. Smith
Gen., Sta., Comm. Mgr.....George Friend
Program Director...Miss Frankie Blackwelder

Publicity Director.....Joseph J. Wilson
Chief Engineer.....James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Business Address .....Quincy
Phone Number.....Main 7-6700
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....A. B. Letson
Comm., Sta. Mgr.....Jerry Melvin
Program Director.....Dewey C. Newton
Chief Engineer.....A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address .....Magnolia Ave.
Phone Number 1622
Air Time.....Full Time
News Service .....UP
Membership .....NARTB
President.....Mrs. Mary E. Bell
Gen., Sta. Mgr.....John E. Bernhard, Jr.
Prog., Pub. Dir.....Mrs. Frankie C. Walker
Chief Eng., Farm Editor.....Ernest Raistrick

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
Phone Number.....Petersburg 7-0511;
Air Time .....Daytime
News Service .....AP
Station Representative.....Indie Sales
Membership .....BAB
President.....Dr. Charles Farrington
Gen., Comm. Mgr.....Arthur Mundorff
Station Manager.....Bob Clayton
Promotion Manager.....Marjorie Blank
Program Director.....James Carley
Publicity Director.....Bill Wright
Chief Engineer.....Manley St. Jean

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Recreation Pier
Phone Number 7-4747-8
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
General Manager.....George D. Robinson
Commercial Manager.....Vera New
Program Director.....Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.
Business-Studio Address.....Box 691
Phone Number 7-8108
News Service .....UP
Transcription Service .....Standard
Representative .....H-R
Membership .....NARTB, BAB
President .....Nelson Poynter
General Manager.....F. J. Kelly
Comm. Mgr.....L. L. Wildman
Prom., Prog. Dir.....Jack Faulkner
Chief Engineer.....William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Myron A. Reck
Business Address.....Box 1541
Phone Number 999
Air Time.....Full Time
Representative .....Hil Best
News Service .....UP
Gen., Sta. Mgr.....Myron A. Reck
Commercial Manager.....Roy D. Green
Program Director.....J. Marion Harman, Sr.
Chief Engineer.....James S. Williamson, Jr.

WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Business Address.....P. O. Box 2431
Phone Number.....RIngling 66651
Representative .....Hil Best
News Service .....AP
Transcription Service.....Lang-Worth, World
Pres., Gen. Mgr.....A. G. Fernandez

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....City Island
Phone .....Ringling 8-1811
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Robert C. Jones, Jr.
General Manager.....John B. Browning
Commercial Manager.....J. M. Miller
Program Director.....David Hale
Chief Engineer.....James E. Grant

WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clearfield Bcstrs., Inc.

Business Address.....P. O. Box 233
Phone Number.....Sebring 81811
Transcription Service.....Lang-Worth
News Service .....UP
President.....W. K. Ulerich
Gen. Mgr.....William J. Thomas
Sta., Comm. Mgr.....Al Frank
Program Director.....Betty Frank
Chief Engineer.....Robert Goshorn

WTAL

TALLAHASSEE—1935—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....John H. Phipps Radio Stations
Business Address.....Box 989
Phone Number 2-1270
News Service .....AP
Representatives .....Meeker, Cummings
President.....John H. Phipps
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Phone Number 2-1450
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Dora-Clayton
Pres., Gen. Mgr.....Frank W. Hazelton
Vice-President.....Emanuel Joanos
Chief Engineer.....Charles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By...W. Walter Tison tr/as Tampa Broadcasting Company
Address.....401 W. Tyler St.
Phone 2-7921
News Service .....AP
Transcription Service .....Langworth
Station Representative .....Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..W. Walter Tison
Program Dir.....C. W. Geer
Chief Engineer.....J. B. Tison

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....14 N. Franklin St.
Phone Number 2-2911
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
President.....David E. Smiley
Gen., Comm. Mgr.....L. Spencer Mitchell
Program Director.....Kenneth W. Skelton
Chief Engineer.....William Pharr Moore

WEBK

TAMPA—1950

Frequency: 1590 Kc....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
Phone Number 4-4177
News Service .....INS
Gen. Mgr., Chf. Engr.....Elmo B. Kitts
Program Director.....Bob Chambers

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Phone Number 2-4747
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Thesaurus
Representative..John Blair, Harry E. Cummings
Membership .....NARTB
President.....John C. Council
Sta.-Gen. Mgr.....George W. Harvey
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Paul M. Jones
Commercial Mgr.....Melvin E. Myer
Chief Engineer.....Joseph Mitchell

Serving the fast-growing Palm Beach County Area for 18 years . . .

WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

1230 Kc
AFFILIATE OF THE
CBS RADIO NETWORK

National Representative
ROBERT MEEKER ASSOCIATES, INC.
NEW YORK CITY CHICAGO

WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By..Sulphur Springs Bcstrs., Inc.
Business Address.....11,011 Florida Ave.
Phone Number 911711
Air Time .....Daytime
Membership .....BAB
News Service .....AP
Pres., Gen. Mgr.....Harold A. Dunlap
Sta., Comm. Mgr.....Paul Hayes

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address.....Box 189
Phone Number 2-3638
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB
President.....S. K. Russell
Gen.-Sta. Mgr.....H. V. McMillan
Program Director.....Vernon Crawford
Chief Engineer.....Warren Spencer

WIRK

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....715 S. Flagler Drive
Phone Number 2-1744
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated
Representative .....Cooke
Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
Program Director.....Rome Hartman
Chief Engineer.....William P. Heitzman

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business Address.....P. O. Box 633
Phone Number.....32-561
Air Time.....Full Time
News Service .....UP
Representative.....Devney & Co.
President.....Frederick L. Allman
Gen., Sta. Manager.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

GEORGIA

Pop. Feb. 1, 1954 (Est.) 3,890,000 — Families 963,000
Radio Homes — 802,000 — TV Homes 392,500 — Stations in State 85

WALB

ALBANY—1941—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address.....138 Pine Ave.
Phone Number.....Hemlock 5-4511
News Service .....UP
Transcription Service.....World
Representative .....Burn-Smith
Membership .....NARTB
President.....James H. Gray
General Manager.....Tom Stillwagon
Program Director.....Jack Mayer
Publicity Director.....Bill Bowick
Chief Engineer.....Ernest Gay

WGPC

ALBANY—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone Number.....Hemlock 21277
Air Time.....Full Time
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Asa Tift

WJAZ

ALBANY—1952

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By..Southeastern Bcstg. System
Representative .....Dora-Clayton
News Service .....UP
President.....James S. Rivers
General Manager.....Richard B. Smith
Sta., Comm. Mgr.....R. V. Rogers

WDEC

AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone Number.....3681-3682
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service .....World
Representative.....Dora-Clayton, Indie Sales

If you're looking for coverage which umbrella would you choose?

Measure dollars expended. Measure audience obtained. POWER is radio's *only* successful answer to the competition of television.

In Georgia, Atlanta's WSB is your clear channel 50,000-watt voice. This one *power* station gives you the major share of the Atlanta audience; it delivers for you a worthwhile audience in Georgia's secondary markets—and a tremendous number of listeners elsewhere.

No other Georgia station or combination of Georgia stations gives you as many listeners per dollar as you can get on WSB.

Clear channel *power* alone gives you this complete, low cost umbrella-type coverage.

Get more for your radio dollar in Georgia . . . *get on WSB*. One rate, day and night, 7 a.m. to 11 p.m., class B all other.

wsb

The Voice of the South

Georgia's only 50,000 watt
clear channel station
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution • Represented by Petry

Membership .....NARTB
Vice-Pres., Gen., Sta. Mgr....Charles C. Smith
Chief Engineer.....John Rivard

WGAU

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick & Company
Business-Studio Address.....Bobbin Mill Road
Phone Number 1741-2
Newspaper Affiliation .....Banner-Herald
Air Time.....Full Time
News Service .....AP
President.....C. A. Rowland, Sr.
Gen., Sta. Mgr.....R. Lewis Doster
Commercial Manager.....Burl Womack
Program Dir.....Mary L Betts
Chief Engineer.....Bill Evans

WRFC

ATHENS—1948

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
Phone Number.....446-7
Air Time.....Full Time
News Service.....UP
Transcription Service .....World
Membership .....BAB, NARTB
Pres., Gen., Sta. Mgr.....L. H. Christian
Comm., Sales Prom. Mgr...Charles A. McClure
Program Director.....Mary Anne Martin
Publicity Director.....Ed Thilenius
Chief Engineer.....L. D. Drewry

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
Phone Number.....Vernon 3553
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....George B. Storer, Sr.
General Manager.....G. C. Jackson
Commercial Manager.....Claude H. Frazier
Promotion Manager.....Charles E. Trainor
Program Director.....Don Naylor
Chief Engineer.....Hugo Bondy

WATL

ATLANTA—1931—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....201 Henry Grady Bldg.
Phone Number.....Alpine 1515
Air Time.....Full Time
News Service .....UP
Representative .....Walker
President .....J. W. Woodruff, Sr.
General Manager.....G. C. Livingston Jr.
Comm. Mgr., Prog. Dir.....Lee Nance
Chief Engineer.....G. C. Livingston, Jr.

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address....Georgian Terrace Hotel
Phone Number.....VErnon 1194
Air Time.....Full Time
News Service .....AP
Membership .....BAB
Pres., Comm. Mgr.....Robert N. Pinkerton
Gen., Sta. Mgr.....H. W. Lanham
Program Director.....R. O. Davidson
Chief Engineer.....Howard J. Parrish

WERD

ATLANTA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add...274½ Auburn Ave., NE
Phone Number.....Lamar 0666-7-8
Representative.....Interstate, Dora-Clayton
Membership .....NARTB, BAB
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr.....J. B. Blayton, Jr.
Commercial Mgr.....Albert H. Saddler
Program Director.....R. H. Brisendine
Chief Engineer.....William F. Kennedy

WGST

ATLANTA—1923—ABC

Frequency: 920 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By....Board of Regents, University System of Ga.
Bus.-Studio Address.....900 Forsyth Bldg.
Phone Number.....Walnut 8441
Air Time.....Full Time
News Service.....AP
Representative .....Blair
General Manager.....Ben Ackerman
Commercial Mgr.....Jim Hicks
Program Director.....Jack Kelly
Chief Engineer.....Ivan Miles

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Phone Number.....ELgin 6711
Newspaper Affiliation....Journal, Constitution
Air Time.....Full Time
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Edward Petry
Membership .....NARTB, BAB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Station Manager.....Frank Gaither
Sales Promotion Mgr.....Walter Paschall
Program Director.....Elmo Ellis
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....R. W. Rounsaville
Bus.-Studio Address..3165 Mathieson Dr., N.E.
Phone Number.....CHerokee 2196
Air Time.....Full Time
News Service.....UP
Transcription Service .....Standard
Station Representative .....Hollingbery
Membership .....NARTB
Owner.....R. W. Rounsaville
Station Manager.....John Fulton
Commercial Mgr.....Don Mitchell
Program Dir.....Bob Corley
Chief Engineer.....Elton B. Chick
Technical Director.....Paul Cram

WAUG

AUGUSTA—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Garden City Bcstg. Co.
Address.....Bon Air Hotel
Phone Number 3-4441
News Service .....AP
General Manager.....T. L. Morgan
Commercial Mgr.....Gordon Anderson
Chief Engineer.....J. W. Faulkner

WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Address.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....Full Time
News Service .....AP
Representative .....Walker, Dora Clayton
Membership .....BAB
President.....George G. Weiss
Gen., Sta., Comm. Mgr.....John W. Watkins
Prod., Prom. Mgr.....John G. Lyon
Program Director.....Edward H. Dunbar
Chief Engineer.....Marvin Tarpley

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....P. O. Box 1131
Phone Number.....2-2692
Air Time.....Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Commercial Mgr.....Martin E. White
Program Dir.....Warren Hites
Chief Engineer.....William Atkinson

WJBF
AUGUSTA—1945—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Address .....WJBF Bldg.
Phone Number.....4-2421
Air Time.....Full Time
News Service.....UP
Representative .....Hollingbery
Membership .....NARTB, BAB
Pres., Gen. Mgr.....J. B. Fuqua
Station Mgr.....D. M. Kelly, Jr.
Comm., Sales Prom. Mgr.....Steve Manderson

WRDW
AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Business-Studio Address...Eighth & Broad Sts.
Phone Number 2-8805
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....BAB, NARTB
President.....Grover C. Maxwell
General, Sta. Mgr.....W. R. Ringson
Sales Manager.....M. C. Gregory
Program Director.....Richard Warner
Chief Engineer.....Rabun F. Bobo

WMGR
BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Phone Number 777
Representative.....Southern Radio Sales
Transcription Service .....World
General Manager.....Thomas R. Hanssen
Commercial Mgr.....Charles W. Dowdy
Program Director.....Joe Hill
Chief Engineer.....Thomas R. Hanssen

WGIG
BRUNSWICK—1949—ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.
Business-Studio Address.....1514 Union St.
Phone Number 2714
News Service .....AP
Representative .....McGillvra
General Manager.....Hugh K. Tollison
Commercial Manager.....John Lane
Program Director.....John Harmon
Promotion Director.....Marvin Massay
Chief Engineer.....Herman Lange

WMOG
BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Address.....St. Simons Causeway
Phone Number.....1500
Representative .....Dora-Clayton
President.....Allen M. Woodall
General Manager.....Albert H. Haack Jr.
Commercial Mgr.....Ben R. Wills
Program Director.....Lew Carter
Chief Engineer.....Cecil Tankersly

WGRA
CAIRO—1950—ABC-KBS-GALS

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Phone Number 2-4392
Transcription Service .....Standard
News Service .....UP
President .....Ed Stevens
General Manager.....Jim Honey
Program Director.....Sara Crew
Chief Engineer.....Gregg Strang

WCGA
CALHOUN—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....Box 312, West Point, Ga.

WLBB
CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 569
Phone Number 980
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm. Sales Prom. Mgr.....J. D. Norton Jr.
Program Director.....Chuck Angley
Chief Engineer.....Chessley Hooper

WBHF
CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Phone Number 1200
News Service .....UP
Transcription Service .....Thesaurus
Station Manager.....W. Ryan Frier
Program Director.....Martha Sullins
Chief Engineer.....H. E. Bridges

WGAA
CEDARTOWN—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Timm Inc.
Business-Studio Address.....P. O. Box 807
Phone Number.....Cedartown 777
News Service.....AP
Representative.....Southern Radio Prod.
General Manager.....John R. Barlett
Chief Engineer.....James E. Schleistett

WDAK
COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone Number.....5447
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Station Representative.....Headley Reed
Membership .....NARTB, BAB
President.....Allen M. Woodall
Sta., Sales Prom. Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Program Director.....Joe Byars
Chief Engineer.....Max F. Harper

WGBA
COLUMBUS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Christian and McClure
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Air Time.....Day Time
News Service .....UP, AP
Transcription Service .....Standard
Representative.....J. S. Ayers
Membership .....BAB
President.....L. H. Christian
Gen., Sta. Mgr.....C. M. McClure
Sales Prom. Mgr.....Ralph Burgess
Program Director.....Rhett Turnipseed
Publicity Director.....Carmen Neill
Chief Engineer.....F. Keith Brown

WRBL
COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th St.
Phone Number.....2-0601
Air Time.....Full Time
News Service.....INS, UP
Transcription Service .....Associated
Pres., Gen. Mgr.....J. W. Woodruff Jr.
Commercial Mgr.....Walter Graham
Program Director.....Bill Gramer
Chief Engineer.....Noel Moore

WMJM
CORDELE—1940—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number 666
News Service .....UP
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Sales Prom. Manager.....O. Grady Cooper
Program Director.....Clark Standard
Chief Engineer.....Freddie Albert

AM
5000 WATTS

FM
48000 WATTS

WRBL
COLUMBUS, GEORGIA
1ST STATION IN GEORGIA'S 2ND MARKET!
Call Hollingbery

WCON

CORNELIA—1953—ABC

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Phone Number 1450
News Service .....AP
General Manager.....Jack Bradley
Commercial Mgr.....Bob Kilgore
Program Director.....Hoyt Dillard
Promotion Mgr.....S. Y. Sosbee
Chief Engineer.....Warren G. Gilpin

WMOC

COVINGTON—1946

Frequency: 1430 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Georgia Bcstg. Svc. Inc.
Phone Number 2275
News Service.....UP
Transcription Service.....World, SESAC
President .....George Mooney
General Manager.....Wm. P. Williams
Commercial Mgr.....Derel Morris
Program Director.....Lew Banks
Chief Engineer.....Russell Caldwell

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address..111 South Pentz St.
Phone Number 1180
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....H. C. Kenemer
General Manager.....William B. Davies
Commercial Manager.....Olin H. Kenemer
Chief Engineer.....John S. Andrews

WDWD

DAWSON—1948—ABC-KBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Parrott Road
Phone Number 416
News Service .....UP
Representative .....Indie Sales
President.....Ed Stevens
General Manager.....W. C. Woodall, Jr.
Program Director.....O. W. Parnacott
Chief Engineer.....Joe Stephens

WEAS

DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....WEAS, Inc.
Address.....217 W. Ponce de Leon Ave.
Phone Number.....Dearborn 2521
News Service .....INS
Representative.....Stars National, Inc.
Membership .....BAB
Chairman of Board.....E. D. Rivers, Jr.
President.....W. H. Keller, Jr.
Station Director.....Warren Roberts
Commercial Mgr.....Joe Robkin
Publicity Director.....Imogene Jones
Program Director.....Ned Lukens
Chief Engineer.....Les Gradick

WGLS

DECATUR—1949—KEYSTONE

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Address.....526 Church St.
Phone Number .....Crescent 6471
Newspaper Affiliation.....“New Era”
News Service .....UP
Transcription Service .....Standard
Representative .....Rambeau
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr.....Sam W. Kane
Comm. Sales Prom. Mgr.....Al Ciraldo
Chief Engineer.....Lawrson Leake

WDMG

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address.....Box 590
Phone Number.....564
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service .....World
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
News Director.....Edw. Lund
Chief Engr., Prog. Dir.....S. H. Strickland

WMLT

DUBLIN—1945—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address .....Dublin
Phone Number 871
News Service.....AP
Transcription Service .....World
Membership .....BAB
President.....George T. Morris
General Manager.....W. Newton Morris
Commercial Mgr.....Sarah Orr Williams
Sales Prom. Mgr.....W. C. Courson
Program Director.....George Tellmann
Chief Engineer.....Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....J. S. & D. R. Rivers
Address .....Dodson Drive
Phone Number.....Franklin 1473
News Service .....UP
President.....James S. Rivers
Gen. Mgr., Chief Engr.....Wm. B. Hill

WSGC

ELBERTON—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....601 Roanoke Dr.
Phone Number 2077-8
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Representative .....Evans
President .....Otto Oriner
Gen., Sta., Comm. Mgr.....Al H. Evans
Program Director.....Duphine Newsome
Chief Engineer.....Ed Durham

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Phone Number 84
News Service .....UP
Representative .....Indie Sales
President .....Ed Stevens
General Manager.....Hugh Birdsong
Commercial Manager.....Kenneth Flynt
Program Director.....Lee Mathis

WDUN

GAINESVILLE—1949—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone Number.....Lenor 4-7331
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Representative .....Indie Sales
Membership .....BAB
Pres., Gen. Manager.....John W. Jacobs, Jr.
Station Manager.....J. A. Hartley
Commercial Manager.....Doris Smith
Program Director.....Julius Still
Chief Engineer.....Les Brooks

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 550 Kc....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Phone Number.....LE 2-6211
Air Time.....Full Time
News Service.....UP
Representative.....Dora Clayton Agency
President.....Charles A. Smithgall
General Manager.....Robert O. Horan
Commercial Manager.....Robert Schwab
Program Director.....Billy Kinsey
Production Mgr.....Eric Bruton
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address.....P. O. Box 155
Phone Number 5507
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
President, General Mgr.....A. W. Marshall, Jr.
Chief Engineer.....W. F. Westmoreland

WRHT

GRIFFIN—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Griffin Bcstg. System
Address .....Cherokee Rd.
Phone Number 9451
News Service .....UP
Transcription Service .....World
Representative .....Dora-Clayton
Owner, Gen. Mgr.....R. H. Thompson, Sr.
Station Manager.....James Watson
Commercial Mgr.....Johnny Williams
Program Director.....R. H. Thompson, Jr.
Chief Engineer.....Charles Player

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number 71
News Service.....UP
Transcription Service.....Capitol, World
President.....Louie L. Morris
Exec. Vice-Pres.....Max G. Pfaender
Chief Engineer.....Eugene Holden

WCEH

HAWKINSVILLE—1952—KBS

Frequency: 610 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Address .....Box 184
Phone Number 498
President.....R. T. Ragan
Vice-President.....Henry Griffin
General Manager.....Paul E. Reid
Program Director.....James Popwell
Chief Engineer.....Mike Pelton

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Phone Number 2444

Air Time.....Day Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Dora-Clayton
Pres., Gen. Mgr.....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Dennis N. Brown
Pgm., Prom. Dir.....T. N. Oglesby
Publicity Director.....Elwood Harper
Chief Engineer.....Arthur L. Manning

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number 2-3505
Newspaper Affiliation....."Daily News"
Air Time.....6 am.-M.
News Service.....UP
Transcription Service.....World, Associated
Representative.....Indie Sales, Dora-Clayton
President.....Roy C. Swank
General-Station-Commercial Manager.....Edwin Mullinax
Sales Promotion Mgr.....Patricia Smith
Program Director.....John Boggess
Publicity Director.....Linda McKee
Chief Engineer.....James McKay

WTRP

LaGRANGE—1953

Frequency: 620 Kw.....Power: 500 Watts d.
Owned-Oper. By....Chattahooche Bcstg. Co., Ltd.
Address .....Hammett Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Partner, Gen. Mgr.....Byron H. Hurst
Partner.....Ralph C. Freeman
Partner .....Cecil Crew
Commercial Mgr. Prog. Dir.....Jim Martin
Chief Engineer.....Ray Relihan

WBML

MACON—1940—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
Phone Number 3-5454
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Allen M. Woodall
General Manager.....E. F. MacLeod
Commercial Mgr.....George W. Patton
Traffic Manager.....Bernice Johnson
Chief Engineer.....James M. Wilder

WIBB

MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number 2-2505
Air Time .....Daytime
News Service .....AP
Representative .....Walker, Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Phone Number 2-7373
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Katz
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

WNEX

MACON—1945—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 5-3301
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
President .....Ed Lowe
General Manager.....Alfred Lowe
Business Manager.....Emory G. Stroberg
Commercial Manager.....Marion Bragg
Program Director.....Mrs. Billie Edwards
Chief Engineer.....Emanuel Farber

WFOM

MARIETTA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address.....P. O. Box 131
Phone Number 8-3396
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Albert L. Jones
Prog. Dir., Chief Engr.....Chuck Strauss

WMVG

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address....Milledgeville, Ga.
Phone Number 250
Newspaper Affiliation....."Union Recorder"
Air Time.....Full Time
Transcription Service .....Langworth
Representative .....Hazel Griffith
Membership .....NARTB
General Manager.....Michael T. Landy

Program Director .....Josephine Ragsdale
Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Box 310
Phone Number 999
Air Time.....Full Time
News Service .....UP
Representative.....Everett-McKinney, Ayres
Owner, Gen. Mgr.....John F. Pidcock
Station, Comm. Mgr.....Roy F. Zess
Pgm., Publ. Dir.....Robert Lenihan
Chief Engineer.....Homer Sloan

WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Bus.-Studio Address.....P. O. Box 581
Phone Number 1400
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Richard N. Hunter
Pres., Gen., Sta., Comm. Mgr...J. O. Hardin, Jr.
Chief Engineer.....William E. Davis, Jr.

WLAQ

ROME—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Address.....209 Broad St.
Phone Number 7767
Newspaper Affiliation.....“News Tribune”
News Service.....AP, INS, UP
Transcription Service .....World
Membership .....BAB, NARTB
President.....Mrs. B. H. Mooney, Sr.
General Manager.....J. F. Mann
Station Manager.....Lee Mowry
Commercial Manager.....Martha Daniel
Program Director.....Elizabeth Hardin
Chief Engineer.....Dan Scott

WRGA

ROME—1929—MBS-WGN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....501 Broad St.
Phone Number 2-2411
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Walker, Dora-Clayton
Pres. and Gen. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Commercial Manager.....L. B. Talley
Sales Prom. Mgr.....Clarence Salmon
Program Director.....Jim Roberts
Chief Engineer.....R. A. Starr

WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says George W. Patton, Commercial Manager, WBML, Macon, Ga.: “Sales obstacles are lessened when you offer **AP** news. Ideas and quality seem to make a powerful sales combination.”

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121½ Broad St.
Phone Number 2-0833
Air Time ... .Sunrise-sunset
News Service .....AP
Representative .....Southern
President .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss
Chief Engineer.....Thomas Robertson

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943
Phone Number 2-4182
Air Time.....Full Time
News Service .....UP
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin
Program Director.....Charles Beresford
Publicity Director.....Jesse Mooney
Chief Engineer.....William Moats

WDAR

SAVANNAH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB-BAB
Pres., Gen. Mgr.....H. Blair Minick
Commercial Manager.....Bill Miller
Program Director.....Ray G. Clark
Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 3-9642
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....McKinney-Ayres
Pres., Gen. Sta. Mgr., Pgm. Dir..John F. Pidcock
Comm., Sls. Prom., Pub. Mgr....John Williams
Chief Engineer.....B. M. McKnight

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address.....128 W. Taylor St.
Phone 4-7264
News Service .....AP
Representative .....Stars' Natl.
President.....W. H. Keller, Jr.
Commercial Manager.....Abe Eisenman
General Manager.....J. L. Woods
Sls. Prom. Mgr.....Frank Freeman
Chief Engineer.....Heyward Tuten

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number 3-0234
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm., Sales Prom. Mgr.....Don Jones
Program Director.....Duane A. Hatch
Publicity Director.....Susan Perry
Chief Engineer.....M. E. Thompson

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone Number 2-0127
Air Time.....Full Time
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Katz
Membership .....NARTB
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.....Dwight J. Bruce
Publicity Director.....Courtenay Knight
Chief Engineer.....Kyle E. Goodman

WWNS

STATESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
P. O. Box 146
Phone Number 502
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....R. H. Thompson
Sta., Comm. Mgr.....Edwin Bass
Program Director.....Shirley Dyer

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....Box 213
Phone Number 295
News Service .....UP
Transcription Service .....Capitol
President.....E. C. Pesterfield
General Manager.....William B. Farrar
Program Director.....Laurence Keown
Chief Engineer.....Charles M. Lowry, Jr.

WJAT
SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address.....P. O. Box 371
Phone Number 2011
Transcription Service.....Langworth, Capitol, World
News Service .....UP
Membership .....NARTB
General Manager.....Jack A. Thompson
Sta. Mgr., Chief Engr....John H. (Jack) Wiseley
Program Director.....Doris Lewis

WSFT
THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....P. O. Box 689
Phone Number 2187
Newspaper Affiliation....."Times" and "Free Press"
Air Time .....Daytime
Transcription Service .....World
News Service .....AP
Membership .....BAB, NARTB
President.....J. B. Hardy
Gen., Sta. Mgr.....S. J. Carswell
Comm., Sales Prom. Mgr.....C. D. Thames
Program Director.....Bill Heule

WKTG
THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Address.....Bank of Thomas County Bldg.
Phone Number 1501
News Service .....AP
Air Time .....Daytime
Transcription Service.....World, Thesaurus
Representative .....Clark, Dora-Clayton
Pres., Gen. Mgr.....W. F. Scott, Jr.
Sta., Comm. Manager.....L. T. Porter
Program Director.....Roger Mansfield
Chief Engineer.....Bruce E. Singleton

WPAX
THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number 909
News Service .....UP
Transcription Service .....Capitol
Owner, Gen. Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Chief Engineer.....James Poole

WTWA
THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business Address.....127 Journal St.
Phone Number 777
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Southern Radio
Membership .....NARTB, BAB
President.....Edgar H. Kobak
General Manager.....Frank F. Hash
Commercial Mgr.....Richard J. Roche
Chief Engineer.....W. P. Dickson

WWGS
TIFTON—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address .....Box 34
Phone Number.....921
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
President.....W. A. Graham
Gen., Comm. Mgr.....Carl Wendell
Program Director.....William Crutchley
Chief Engineer.....Frank Proctor

WLET
TOCCOA—1941—MBS-KBS

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
Phone Number 544
Air Time.....Day Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Thomas F. Clark
Membership .....NARTB
President.....R. G. LeTourneau
Sta. Mgr., Prog. Dir.....Virgle E. Craig
Comm., Sls. Prom. Mgr.....Roy Gaines
Prog., Publ. Dir.....Charles H. Gaines
Chief Engineer.....C. H. Sutton

WGAF
VALDOSTA—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.
Phone Number 910
News Service .....AP
Transcription Service .....Thesaurus
Representative..John E. Pearson, Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....George B. Cook
Program Director.....Willard Belote
Publicity Director.....Mary V. McDonald
Chief Engineer.....E. W. Greene

WGOV
VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WGOV, Inc.
Address.....Daniel Ashby Hotel
Phone Number 1420

Air Time.....6 a.m.-12 M.
News Service .....UP
Chairman of Board.....Ed Rivers
President.....Wm. H. Keller, Jr.
General Mgr.....A. B. Smith
Program Director.....Vince Randolph
Chief Engineer.....Lester Q. Hall

WVOP

VIDALIA—1946—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address.....Highway 280
Phone Number 3029
Air Time .....Daytime
News Service .....UP
Transcription Service .....Cole
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Howard C. Gilreath
Program Director.....Ruby Bryant
Publicity Director.....R. E. Ledford
Chief Engineer.....Loren Dorough

WACL

WAYCROSS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Teletronics Inc.
Address .....Memorial Drive
Phone Number 3068
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....BAB
President.....James S. Rivers
General Manager.....L. H. Thesmar
Station Manager.....Robert C. Lay
Chief Engineer.....Lloyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone Number 965
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Hal Holman
President .....Jack Williams
Commercial Mgr.....John J. Tobola
Chief Engineer.....Curtis Frazier

WBRO

WAYNESBORO—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Burke County Broadcasting Co.
Address.....Highway 56, McBean Road
Phone Number 3373
Air Time .....Daytime
News Service.....INS
President.....R. F. Chalker
General Manager.....Jim Martin
Chief Engineer.....Billy Fulghum

WRLD

WEST POINT—1941—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone Number 2-2771
Newspaper Affiliation.....Valley Daily Times News
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph H. McGillvra
Membership .....BAB, NARTB
President.....J. C. Henderson
Sales Promotion Mgr.....Dorothy Forrester
General Manager.....Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....Al Stancil

WIMO

WINDER—1952—KBS

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By ...Winder-Monroe Bcstg.
Business Address.....P. O. Box 526
Phone Number 4831
News Service .....UP
President.....W. C. Woodall, Jr.
Gen., Comm. Mgr.....C. H. Grider
Program Director.....Orson G. Swindle, Jr.
Publicity Director.....R. A. Jones
Chief Engineer.....W. R. Powell

THOSE WHO KNOW FAMOUS BRANDS....

Enthusiasm from an appliance dealer: "We like **AP** news. These newscasts are the best thing we've ever had."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS **AP**

IDAHO

Pop. Feb. 1, 1954 (Est.) 600,000 — Families 180,000
Radio Homes 176,000 — TV Homes 27,500 — Stations in State 24

KBLI

BLACKFOOT—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....William I. Palmer
Address .....Yellowstone Ave.
Phone Number 780
Comm., Sta. Manager.....Carl Winther
Program Director.....Vannie Winther
Chief Engineer.....Donald R. Clark

KDSH

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number.....3-2511
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....BAB
Pres., Gen. Mgr.....H. Westerman Whillock
Commercial Mgr.....Earl Glade Jr.
Station Manager.....George Ganz Jr.
Chief Engineer.....James Johntz Jr.

KGEM

BOISE—1946—ABC

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
Phone Number 4-3511
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Langworth
Representative .....Avery-Knodel
Membership .....BAB, NARTB
President.....Frank C. Carman
General Manager.....Milo J. Petersen
Chief Engineer.....Howard McDonald

KIDO

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Business-Studio Add...Chamber of Comm. Bldg.
Phone Number 2-4611
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....John Young
Program Director.....George Walton
Chief Engineer.....Harold W. Toedtemeir

KBAR

BURLEY—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KBAR, Inc.
Business-Studio Address.....P. O. Box 461
Phone Number 10
News Service .....UP
Transcription Service .....World
Representative.....Donald S. Cooke
President.....Jessica L. Longston
Commercial Mgr.....Dee Carter
Gen., Sta. Mgr.....K. Clark
Program Director.....E. Joan Walleri
Chief Engineer.....Donald Lockwood

KCID

CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business-Studio Address.....520 So. Kimball
Phone Number 9-7444
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Capitol
Pres., Comm. Mgr.....Clair B. Hull
Sta. Mgr., Prog. Dir.....F. H. Booton
Chief Engineer.....Richard Lewis

KVNI

COEUR D'ALENE—1946—MBS
DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone Number 1250
Air Time.....6 a.m.-11 p.m.
President.....Burl C. Hagadone
Sta., Comm. Mgr.....Wayne E. Olsen
Pgm., Pub. Dir.....Bernard V. Merriman
Chief Engineer.....Don Schafer

KID

IDAHO FALLS—1928—CBS

Frequency: 590 Kc.....Power: 5000 Watts d.. 1000 Watts n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Box 701
Phone Number 4
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....A. W. Schweider
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Program Director.....Leo Higham
Chief Engineer.....Carroll Secrist

KIFI

IDAHO FALLS—1947—ABC-MBS INTERMOUNTAIN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....Box 581
Phone Number 1054
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....BAB
Pres., Gen. Mgr.....J. M. Brady
Program Director.....Hal Simmons
Publicity Director.....Wayne Davis
Chief Engineer.....George Stone

KLER

LEWISTON—1953

Frequency: 740 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Cole E. Wylie
Address.....2829 Country Club Dr.
Phone Number 3-5558
President.....Cole E. Wylie
General Manager.....William C. Rhodes
Program Director.....Robert O. Edwards
Chief Engineer.....Gene Wilson

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 3-1551
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Moore-Lund
Membership .....NARTB, BAB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Thomas Decker
Program Director.....Alben Nelson
Chief Engineer.....William Neuman

KRPL

MOSCOW—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Latah County Bcstrs.
Business Address. P. O. Box 396
Phone Number.....Moscow 2283
News Service .....AP
Transcription Service .....SESAC
Owner .....Roy Anderson
General Manager.....Bert McAllister
Chief Engineer.....Herbert D. Young

KFXD

NAMPA—1930—MBS INTERMOUNTAIN

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
Phone Number 6-4611
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Langworth
Representative .....Avery-Knodel
Membership .....BAB
President.....Edward P. Hurt
Sta., Comm. Mgr.....Doyle Cain
Program Director.....Shirl Black
Chief Engineer.....G. M. Rose

KJRL

POCATELLO—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio & Telev. Corp. of Idaho
Address.....1140 Yellowstone Ave.
Phone Number 1240
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
President.....Burt C. Hagadone
Sta., Comm. Mgr.....Roger L. Hagadone
Program Director.....Dick Wright
Chief Engineer.....Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Box 31
Phone Number 4000
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription. Standard, Lang-Worth, Thesaurus
Representative.....Weed and Co.
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS INTERMOUNTAIN

Frequency: 1440 Kc.....Power: 1000 Watts
Owned By.....Eastern Idaho Bcstg. & TV Co.
Business-Studio Address.....Hotel Bannock
Phone Number 3400
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membreship .....NARTB, BAB
President.....James M. Brady
Gen., Sta. Mgr.....John R. Taylor
Commercial Manager.....Don W. Burden
Program Director.....Robert Weggeland
Chief Engineer.....Dean McCurdy

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....Box 192

Phone Number 600
Transcription Service .....Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....M. S. Stocking
Chief Engineer.....D. A. Nash, Jr.

KRXK

REXBURG—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Snake River Radio & TV Co., Inc.
Address.....445 S. 2nd East
Phone Number.....700, 701
News Service .....AP
Transcription Service.....Capitol, Thesaurus
President.....Dr. M. F. Rigby
General Manager.....Merrill Skinner
Program Director.....James G. Clawson

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Phone Number 555
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....Norman Bauer
Program Director.....Watt Moreland Jr.
Chief Engineer.....William Frey

KEEP

TWIN FALLS—1945—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business Address.....Blue Lakes Blvd.
Phone Number 3002
Air Time.....6 a.m.-12M.
News Service .....UP
President.....H. W. Ireland
Commercial Mgr.....Ken Montgomery
Program Director.....Paul Droubay

KLIX

TWIN FALLS—1946—MBS-ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio Address.....Elizabeth Blvd.
Phone Number 206
Air Time.....4:30 a.m.-1:00 a.m.
News Service .....AP
Transcription Service....Capitol, MacGregor, Associated
Representative....Avery-Knodel, Moore-Lund, N. W.
Membership .....NARTB, BAB
V.P., Gen. Sta. Mgr.....Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Director.....Des Barker
Sales Prom. Mgr.....Dale Kassel
Chief Engineer.....Don Cedarstrom

KTFI

TWIN FALLS—1928—NBC

Frequency: 1270 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number 2400
Air Time.....6 a.m.-12M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership .....NARTB, BAB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Sales Prom. Mgr.....F. M. Gardenr
Program Director.....Jack Farrar
Chief Engineer.....Marvin Hartley

KWAL

WALLACE—1938—MBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business-Studio Address.....Box 930
Phone Number 8-2111
Transcription Service .....World
Representative .....Hal Holman
President.....R. Lee Black
Program Director.....George Shreve
Promotion Dir.....Geraldine Black
Chief Engineer.....Ralph S. Click

KWEI

WEISER—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone Number 700
News Service .....AP
Transcription Service .....Capitol
Membership .....BAB
Pres., Gen., Sta. Mgr.....M. V. Ling
Sales Prom. Mgr., Ch. Eng.....Edwin C. Miller
Program Director.....Marilyn Potter

ESTIMATED FAMILIES FOR 1954
SEE PAGE 296

ILLINOIS

Pop. Feb. 1, 1954 (Est.) 9,273,000 — Families 2,858,000
Radio Homes 2,787,000 — TV Homes 1,962,000 — Stations in State 81

WOKZ
ALTON—1948—KBS

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Oper. By.....Edward N. Palen
Address .....Hotel Stratford
Phone Number 3-5506
Air Time .....Daytime
News Service .....UP
Pres., Gen. Mgr.....Edward N. Palen
Sta., Comm. Mgr.....W. Eccles Huff
Prom. Mgr., Pub. Dir.....Lloyd Smith
Program Director.....Clyde Wiseman
Chief Engineer.....Ben Ruyle

WMRO
AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number 4215
News Service .....INS
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cofey
Prog., Publ. Dir.....Jeanne M. Doran
Chief Engineer.....John Kitner

WIBV
BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number.....BE 5000
News Service .....AP
Representative .....Indie Sales
President.....John W. Lewis
Program Director.....Wm. C. Bailey
Comm., Prom. Mgr.....Clarence Keller
Chief Engineer.....Marvin Mollring

WJBC
BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone Number 5281
Air Time.....Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Rambeau
Membership .....NARTB, BAB
President.....Loring C. Merwin
General Sta., Manager...Warner C. Tidemann
Commercial Manager.....Harry Swift
Program Director.....Fred Muxifeld
News Director.....Keith Bright
Chief Engineer.....Fred L. Bailey

WKRO
CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number 1490
Air Time.....Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....NARTB, BAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier

WBYS
CANTON—1947—KBS

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
Phone Number 1877
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....World
Owner, Gen. Mgr.....D. S. Phares

WCIL
CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone Number 167
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Gen., Sta. Mgr., Chf. Engr.....Paul F. McRoy
Commercial Manager.....Walter Schafer

WROY
CARMI—1948—KEYSTONE

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....101 South Walnut Street
Phone Number 4161
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Sears & Ayer, Inc.
President .....Roy Clippinger
General Manager.....Howard M. Reedy
Commercial Manager.....Jack Wiedemann
Program Director.....William Baker
Chief Engineer.....John Greenwood

WCAZ
CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Studio Address.....502 Wabash Ave.
Phone Number 520

94% of Illinois' Retail Sales

92% of Illinois' Food Store Sales

94% of Illinois' Drug Store Sales

92% of Illinois' Automotive Sales

in

WGN's COVERAGE AREA

WGN . . . *reaching more homes per week than any other Chicago station*

Sales Management Survey of Buying Power

Nielsen Coverage Service

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

441 North Michigan Avenue

Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street

Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Air Time .....Daytime
President .....Zola Compton

WCNT
CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Southern Illinois Broadcasting Corp.
Address .....Box 428
Phone Number 5151
News Service .....UP
Transcription Service....Standard, Thesaurus
President.....C. W. Rodgers
General Manager.....Merle G. Rogers
Publicity Director.....Don Brown
Chief Engineer.....C. G. Swanzy

WDWS
CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Phone Number 6-1855
Air Time.....7 a.m. M.
News Service .....UP
Transcription Service .....World
Representative...Robert Meeker & Associates
Membership .....NARTB
President.....Mrs. Helen M. Stevick
General Manager.....J. A. McDermott
Station Manager.....Larry Stewart
Chief Engineer.....Robert Brown

WAAF
CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Phone Number .....Randolph 6-1932
News Service .....UP
Transcription Service .....Standard
Representative .....Rambeau
President .....Ward A. Neff
Vice-President.....W. E. Hutchinson
Sta., Comm., Prom. Mgr.....Thomas L. Davis
Prog., Publ. Director.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WAIT
CHICAGO—1941

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....75 E. Wacker Dr.
Phone Number.....Franklin 2-0660
News Service .....UP
Transcription Service .....Standard
Representative .....Forjoe
President.....Gene T. Dyer
General Manager.....Earl Withrow
Program Director.....Rosemary Petru
Chief Engineer.....Edward W. Jacker

WBBM
CHICAGO—1923—CBS

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Address .....410 N. Michigan Ave.
Phone Number .....Whitehall 4-6000
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Commercial Mgr.....Wm. F. Miller
Program Director.....Al Bland
Sales Prom. Mgr.....C. W. Doebler
Chief Engineer.....J. F. Novy

WCBD
CHICAGO-ZION—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....2714 Enoch Ave., Zion
Phone Number 521
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

WCFL
CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard
Representative.....Radio-TV Reps., Inc.
General Manager.....Martin F. Hogan
Commercial Mgr.....Thomas E. Haviland
Program Director.....L. J. Ronder, Jr.
Chief Engineer.....Charles E. Willett

WCRW
CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....EAstgate 7-6860
General Manager.....J. A. White

WEDC
CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time.....Full Time
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Program, Publicity Director.....Bill Mack

WGN
CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.

The Purpose of Advertising is to get

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers —and that midwest people *buy* the products they hear about on WLS.

Listener loyalty produces advertising results.

Bristol-Myers	10 years
De Kalb Agric. Assoc.	17 years
Allied Mills	15 years
Block Drugs	10 years
Campbell Cereal Co.	24 years
Consolidated Products	13 years
Phillips Petroleum	10 years
General Foods	10 years
Standard Brands	8 years
Pioneer Hi-Bred Corn Co.	17 years
Chrysler Corp.	9 years
Oshkosh Overall Co.	17 years
Procter & Gamble	17 years
Carter Medicine Co.	16 years
Flex-O-Glass	17 years
Lever Bros.	9 years
Hulman & Co.	14 years
Little Crow Milling Co.	15 years
Colgate-Palmolive-Peet	11 years
Vick Chemical Co.	15 years
Murphy Products Co.	22 years
Grove Laboratories, Inc.	11 years
Sterling Drug	10 years
Keystone Steel & Wire Co.	22 years
Metropolitan Life Ins.	9 years

ABC NETWORK
890 KILOCYCLES

WLS

The PRAIRIE FARMER STATION

50,000 WATTS
CLEAR CHANNEL

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

Phone Number .....SU 7-0100
Newspaper Affiliation...The Chicago Tribune
Air Time.....Full Time
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NARTB, BAB
President.....Col. Robert R. McCormick
General Sta. Manager.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
News Service.....UP
Transcription Service .....Associated
General, Station Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WHFC

CHICAGO—1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address..3350 S. Kedzie Ave., Chicago 23, Ill.
Phone Number.....Townhall 3-6305
Air Time.....Full Time
News Service .....AP
General Manager.....Richard W. Hoffman

WIND

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....WIND, Inc.
Bus.-Studio Address.....400 N. Michigan Blvd.
Phone Number.....WHitehall 4-2170
Transcription Service .....Standard
Air Time .....Unlimited
News Service.....AP, UP
Representative.....AM Radio Sales
Membership .....BAB
President, General Manager...Ralph L. Atlass
Commercial Manager.....John T. Carey
Program Director.....H. Leslie Atlass, Jr.
Sales Promotion Manager.....Robert D. Peel
Chief Engineer.....Kenneth C. Shirk

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Air Time.....4 a.m.-sundown
News Service .....UP
Transcription Service..Standard, Capitol, RCA
Representative..Radio-TV Representatives, Inc.
President .....Abe Plough
Gen., Sta. Mgr.....Frederick G. Harm
Sales Prom. Mgr.....George Rice
Program Director.....Jeannine Spangler
Publicity DirectorJ.....Ed Short
Chief Engineer.....Walter F. Myers

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
Phone Number .....MO 6-9700
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
President.....James E. Edwards
General Manager.....Glenn Synder
Commercial Manager....Charles M. Freeman
Sales Prom. Mgr.....Betty Howard
Program Director.....Harold Safford
Chief Engineer.....Thomas Rowe

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....National Spot Sales
Membership .....NARTB
President.....Brig. Gen. David Sarnoff
V.P.-General Manager.....Harry Kopf
Sales Manager.....Rudi Neubauer
Sales Promotion Manager.....John Keys
Program Director.....George Heineman
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....Monroe 6-9060
News Service .....UP
Transcription Service .....SESAC
Representative.....Stars Nat'l, Inc.
Gen., Sta. Mgr., Pgm. Dir.....Robert O. Miller
Commercial Manager.....Julius Miller

WHOW

CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number 305
Representative .....Holman
Transcription Service .....SESAC
News Service .....AP

President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm., Prom. Manager.....James Williams
Program Director.....Frank C. Jennings
Chief Engineer .....R. O. Looper

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
Phone Number 1700
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB, BAB
Gen., Sta., Comm., Prom. Mgr..Robert J. Burow
Program, Publicity Dir.....Honore E. Ronan
Chief Engineer.....T. G. Magin

WITY

DANVILLE—1953

Frequency: 980 Kw.....Power: 1000 Watts
Owned-Oper. By.....Vermilion Bcstg. Corp.
Address .....Box 551
Phone Number 1312
President.....G. E. Metzger
General Manager.....F. A. Higgins
Commercial Mgr.....Ward White
Program Director.....Ken Early
Chief Engineer.....Jack Brookhank

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Phone Number 3-9744
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Program Director .....William F. Miller
Chief Engineer.....A. James Ebel

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....Rt. 48 at N. Jasper St.
Phone Number 5371
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Standard, Cole
Representative .....Weed
Membership .....NARTB, BAB
President.....Frederick W. Schaub
General Manager.....Merrill Lindsay
Prom., Comm. Mgr. .....Charles F. Bruce
Chief Engineer.....Allan Doyle

WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address....153½ N. Third St.
Phone Number 2677
News Service .....AP
Transcription Service .....Capitol
Pres., Gen. Mgr.....George C. Biggar
General Manager.....R. C. Brown
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Chief Engineer.....Robert Zirk

WDQN

DU QUION—1951

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By.....Johnson & Johnson
Address.....30½ W. Main St.
Phone Number 1399
News Service .....UP
Transcription Service .....SESAC
Co-owner, Prom. Mgr.....Leonard M. Johnson
Co-owner, Gen. Mgr.....Leonard F. Johnson
Chief Engineer.....Julian Emlen

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....Broadview Hotel
Phone Number.....Bridge 4625
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
General Manager.....Frank J. Prendergast
Promotion Mgr.....Elmer Willrich
Program Director.....R. S. Holcomb
Chief Engineer.....Erle E. White

WCRA

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address ..110 N. Banker St.
Phone Number 1090
Air Time .....Daytime
News Service .....UP
President.....Joseph E. McNaughton
General Manager.....Jack Armel
Program Director.....Lee Hayward
Chief Engineer.....G. S. Kregotis

WRMN

ELGIN—1949

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address.....156 Division St.
Phone Number 7700-1
News Service .....UP
Representative ....Joseph Hershey MvGillvra
President.....Joseph E. McNaughton

Gen., Sta., Comm. Mgr.....Dick Sutter
Prog. Dir., Chf. Engr.....George J. Merker
Publicity Director.....J. Richard Sutter

WNMP

EVANSTON—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time .....Sunrise-sunset
News Service .....INS
Transcription .....Capitol, SESAC
Membership .....NARTB, BAB
President.....Fred S. Newton
General Manager.....Angus D. Pfaff
Production Dir.....J. W. Horton
Chief Engineer.....Albert Griffin

WFIW

FAIRFIELD—1953

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address .....Box 148
Phone Number.....Fairfield 2159
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner, Prog. Dir.....Bryan Davidson
Commercial Mgr.....Garnet Williams

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone Number .....State 436
News Service .....AP
Representative.....Sears & Ayer
Pres., Gen. Mgr., Ch. Engr...Vincent S. Barker
Commercial Manager.....Dave Taylor
Program Director.....Ralph Reynolds

WGIL

GALESBURG—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone Number 4626
Newspaper Affiliation..."Daily Register Mail"
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....BAB
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
General Manager.....Robert W. Frudeges
Commercial Mgr.....Roger L. Hoffman
Program Director.....G. F. Thoma
Chief Engineer.....H. H. Frederick

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone Number 2-8
Air Time.....Full Time
News Service .....UP
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Dorice Turner
Publicity Director.....Eddie Wise
Chief Engineer.....Elmer L. Gladson

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Business-Studio Address.....P. O. Box 179
Phone Number 382
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Orville W. Lyerla
General Manager.....Charles R. Cook
Sales Promotion Manager.....Fred Simmons
Chief Engineer.....Ben Orf

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Jacksonville Radio & TV B'csting Corp.
Business-Studio.....Fox-Illinois Theater Bldg.
Phone Number 1180
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Newspaper Affiliation ....."Journal-Courier"
Representative .....Hal Holman
Membership .....NARTB, BAB
President.....Robert A. Fay
V.-P., Gen., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone Number.....JO 4761
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Holman
Membership .....BAB
President .....Calvin Wilson
Gen., Sta. Mgr.....Joseph J. Garvey
Promotion Manager.....Marion Philburn
Program Director.....Eileen Caron
Chief Engineer.....Lester DeCosta

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.

Phone Number 3-6633
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Sears-Ayer
Membership .....NARTB
President.....Leslie C. Small
General Manager.....Burrell Small
Station Manager.....Bruce Brown
Asst. Station Manager.....Robert Hawkins
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI

KEWANEE—1952

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Kee Bcstg. Co.
Address.....207 Baker Bldg.
Phone Number 4471
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplam

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By....The La Grange Bcstg. Co.
Address .....Box 408
Phone Number.....FL 2-1300
Air Time .....Daytime
President .....Charles Sebastian
Partner.....W. A. Murphy
Gen., Sta. Mgr., Chief Engr.....Russ Salter
Commercial Manager.....Ralph Faucher

WLPO

LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Bus. Ad.....P. O. Box 215
Phone Number 3100
Air Time .....Daytime
News Service .....AP
Transcription Service.....RCA, Thesaurus
Membership .....NARTB, BAB
President .....Peter Miller
General Manager.....William Helm
Program Director.....Donald Frost
Publicity Director.....Laverne Waltman
Chief Engineer.....Lawrence McCann

WPRC

LINCOLN—1947—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By .....Prairie Radio Corp.
Address.....RT. 66 Bypass
Phone Number 1370
Air Time .....Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Ray F. Knochel
Commercial Manager.....Saunders Devine
Sales Prom. Mgr.....John H. Deal
Program Director.....William H. Brady
Prblicity Director.....Earle W. Layman
Chief Engineer.....Donald Thompson

WSMI

LITCHFIELD—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Illinois Bcstg. Co.
Address .....Box 72
Phone Number 100
News Service .....AP
Air Time .....Daytime
Representative .....Hilbest
Membership .....BAB
Pres., Gen. Mgr.....Hayward L. Talley

WKAI

MACOMB—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number 1350
Air Time .....Daytime
News Service .....UP
Transcription Service.....Langworth, World
Membership .....NARTB
Pres., Gen. Mgr.....Wm. E. Schons
Sta., Comm. Mgr.....Allan Fobes
Sales Promotion Mgr.....Don Vallier
Chief Engineer.....Howard Welty

WGGH

MARION—1949

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....George W. Dodds
Business Address.....P. O. Box 331
Phone Number 824
News Service .....AP
Transcription Service .....Associated
Representative.....Sears & Ayer
Membership .....BAB
Pres., Gen. Manager.....George W. Dodds
Commercial Manager.....Raymond L. Hatley
Prog. Dir., Sta. Mgr.....James W. Duncan
Chief Engineer.....Orville D. Jackson

WLBH

MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number 6464
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Holman
Membership .....NARTB, BAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Ken Wooddell
Sales Promotion Manager.....Dwain Bower
Program Director.....Robert Gwess
Chief Engineer.....Ray Livesay

WMOK

METROPOLIS—1951—KBS

Frequency: 920 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Fort Massac Bcstg. Co.
Address.....Nat'l State Bank Bldg.
Phone Numbers 2106
Transcription Service .....Thesaurus
News Service .....UP
Representative.....Indie Sales, Inc.
Membership .....NARTB, BAB
Gen., Sta., Comm. Mgr.....James H. Firmin
Program Director.....J. R. Wetherington
Chief Engineer.....Carlos Steel

WQUA

MOLINE—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By.Quad-City Bcstg. Corporation
Address.....1319 Fifth Ave.
Phone Number 4-6727
Air Time.....Full Time
News Service .....AP
Representative.....Geo. P. Hollingberry Co.
President .....Dalton A. LeMasurier
V. Pres., Gen. Mgr.....G. LaVerne Flambo
Promotion Mgr.....Ann Glewwe
Program Director.....Benne Alter
Chief Engineer.....Harold Higby

WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By .....WVMC
Address.....M. T. Carmel
Phone Number 1360
Air Time .....Daytime
News Service .....UP
Membership .....NARTB
General Manager.....Stephen P. Bellinger
Program Director.....Gil Wallace
Chief Engineer.....Eugene D. Garrett

WMIX

MT. VERNON—1947

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....No. 2 Radio Center
Phone Number 3500
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Chief Engineer.....Alva Hulbert

WOPA

OAK PARK—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Phone Number.....VI 8-5760
Transcription Service .....Standard
News Service .....UP
Pres., Sta., Gen. Mgr.....Egmont Sonderling
Program Director.....Martin Bouhan
Publicity Director.....Marylou Kelley
Chief Engineer.....Sidney Schneider

WVLN

OLNEY—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address .....Olney
Phone Number 2156
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....Marshall H. Poole
Prom. Mgr., Prog. Dir.....Bert DeBarr
Chief Engineer.....Paul Hartsey

WCMY

OTTAWA—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....P. O. Box 687
Phone Number 551
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Carl H. Meyer

WPRS

PARIS—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address.....2 Mi. W. Paris on State Rd. 133
Phone 3-1440
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Sta., Comm. Mgr.
Adlai C. Ferguson Jr.
Program Director.....Carl E. Sunkel

WSIV

PEKIN—1945—MBN

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Numbers 3400-01
Air Time .....Daytime
News Service .....AP
Representative .....Rambeau
Pres., Gen. Mgr.....W. Kenneth Patterson
Commercial Manager.....James T. Butler
Promotion Dir.....George Udry
Program Director.....Robert R. Snow

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.

Address.....Commercial Natl. Bank Bldg.
Phone Number 3-3688
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Langworth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Sen. Robert S. Kerr
Gen. Mgr.....Fred C. Mueller
Sta., Comm. Mgr.....Don Kynaston
Publicity Director.....F. R. Oakley
Chief Engineer.....Wayne Lovely

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number 4-9239
Air Time.....Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President.....Timothy W. Swain
General, Station Manager.....Tom Gavin
Commercial Manager.....Joe Faulkner
Prog., Prom., Publ. Dir.....Lloyd Harvey
Chief Engineer.....Rudolph Luukinen

WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.....WMBD, Inc.
Address .....212 South Jefferson Street
Phone Number 6-0711
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters
Pres., Gen. Mgr.....Charles C. Caley
Commercial Manager.....Harold V. Phillips
Promotion Mgr.....Robert M. Riley, Jr.
Program Director.....Marvin H. Hult
Chief Engineer.....A. James Ebel

WPEO

PEORIA—1950

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....225 Main St.
News Service .....UP
Membership .....NARTB
Pres., Gen., Sta. Mgr.....John R. Livingston
Sales Prom., Pub. Dir.....Bill Rogers
Program Director.....Ken Scott
Chief Engineer.....Gerry De Vore

WTVH

PEORIA—1952

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Hilltop Bcstg. Co.
Address.....410 Fayette St.
Phone Number 6-8771
Air Time.....Full Time
News Service .....AP
Transcription Service .....Cole
Representative.....Sears & Eyer
Pres., Gen. Mgr.....Hugh R. Norman
Sta., Comm. Mgr.....O. H. Duewall
Sales Prom. Mgr.....Dorris Duewall
Prog., Publ. Dir.....George B. Norman
Chief Engineer.....Wallace Wurz

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone Number 6840
Air Time.....Full Time
Newspaper Affiliation...Quincy Herald Whig
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Program Dir.....Paul McClelland
Chief Engineer.....Frank E. Laughlin

WTAD

QUINCY—1927—CBS

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....510 Maine St.
Phone Number 6200
Air Time.....Full Time
News Service.....AP, UP
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Sales Promotion Mgr.....Gene Terry
Program Dir.....Merritt Milligan
Chief Engineer.....J. E. Gray

WROK

ROCKFORD—1929—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Winnebago Newspapers, Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number 2-6621
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Headley-Reed
President.....E. K. Todd
General Manager.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Morey Nelson

WHBF

ROCK ISLAND—1925—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Phone Number 6-5441
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Ben H. Potter
Gen. Sta. Mgr.....Leslie C. Johnson
Commercial Mgr.....Maurice Corken
Program Director.....Frank S. Hicks
Sales Prom., Pub. Dir.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett

WCVS

SPRINGFIELD—1924—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
Air Time.....Full Time
News Service .....AP
Representative.....Sears & Ayer
President.....H. L. Dewing
Comm., Prom., Gen. Mgr.....C. W. Neeld
Program Director.....John Geil
Chief Engineer.....R. Ashenfelter

WMAY

SPRINGFIELD—1950—NBC

Frequency: 970 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
Phone Number 6963
Air Time.....Full Time
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Publ. Dir.....Mel Kempe
Chief Engineer.....Melvin Feldman

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone Number 2-4441
Air Time.....Full Time
News Service .....AP
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgely
Chief Engineer.....E. C. Swaringen

In the 10 Iowa-Illinois Counties circling the Quad-Cities there are:

21,220 FARMS

with an average acreage of

160 ACRES per FARM

and a gross cash farm income of

$14,400 per FARM

- Three of these counties were among the nation's top ten for hog raising.
- Four of these counties were among the nation's 100 leading counties in Gross Cash Farm Income.
- And in all 10 counties that circle the Quad-Cities the farmers who live there averaged over $14,000 a year income.
- Huge acreages of grain and hay crops as well as top production of cattle, hogs, and sheep bring in the money.
- Figures from Sales Management and U. S. Census.

Sell this good Quad-City Farm Market with →

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc

WSDR
STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
Phone Number .....Main 3400
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Program Director..... .John Rohwer
Chief Engineer ....Ed Fisher

WIZZ
STREATOR—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address.....Highway 23 North
Phone Number 4147
Representative .....Best
General Manager.....Vernon R. Nunn
Partner.....Stephen P. Bellinger
Commercial Mgr.....Jack A. Dill
Chief Engineer.....Harold I. Peters

WTIM
TAYLORVILLE—1952

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Phone Number 1410
Transcription Service....Standard, Thesaurus
Representative .....Continental
Co-Owners..Russell Armentrout, Roger Moyer
Exec. Vice-Pres.....Keith Moyer
General Manager.....James C. Hilderbrand
Chief Engineer.....Tom Mathis

WKID
URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....Sterling Bcstg. Co.
Address .....P. O. Box 192
Phone Number 75431
Air Time .....Daytime
News Service .....UP
Representative....Joseph Hershey, McGillvra
Partner, Comm. Mgr.....R. E. J. Snyder
Partner, Prog. Dir.....G. W. Phillippe

WKRS
WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone Number.....Delta 6-7900
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President .....F. Ward Just
Gen., Comm. Mgr.....Joseph B. Kirby
Program Director.....A. F. Sorenson
Chief Engineer.....Stanley G. Chadwick

WFRX
WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pyramid Radio Bcstg. & TV Co.
Address.....S. Logan St.
Phone Number 1300
News Service .....UP
Transcription Service .....Thesaurus
President.....Guy Lambert
Station Manager.....Robert O. Veach
Program Director.....Billy Spangler
Chief Engineer.....Everett Kennedy

WCBD
ZION—1947

Frequency: 820 Kw.....Power: 5000 Watts d.
Owned-Oper. By.....Michael J. Mintern
Address.....2714 Enoch Ave.
Phone Number 521
Managing Director.....M. J. Mintern
Commercial Mgr.....Carl Q. Lee

INDIANA

Pop. Feb. 1, 1954 (Est.) 4,252,000 — Families 1,350,000
Radio Homes 1,303,000 — TV Homes 830,000 — Stations in State 48

WCBC
ANDERSON—1947

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address.....204 Tower Bldg.
Phone Number 3-5321
News Service .....UP
Transcription Service.....World, SESAC
Membership .....BAB
President.....Paul E. Billheimer
General Manager.....Worth S. Rough
Program Director.....John Snider
Chief Engineer.....Burl Dixon

WHBU
ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Phone Number 7791
News Service .....AP
Transcription Service.....NBC Thesaurus, Standard
Representative .....Bolling Co.
Membership .....BAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address.....Radio Farm, P. O. Drawer 472
Phone Number 4421-4422
Air Time.....Full Time
News Service.....AP, INS
Transcription Service...Langworth, Thesaurus
Representative.....W. S. Grant
Pres., Gen. Mgr.....William C. Smith, Jr.
Program Director.....Claude Parsons
Chief Engineer .....Carl J. Finger

WTTS

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc ....Power 5000 Watts d.: 500 Watts n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
Phone Number 2-3366
Air Time.....Full Time
News Service .....AP
Representative.....Robert Meeker Associates
Membership .....BAB
President .....Sarkes Tarzian
Station Manager.....Glenn Van Horn
Commercial Mgr.....Ray Bartlett
Chief Engineer.....Morton Weigel

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynville Rd.
Phone Number 980
News Service .....UP
Transcription Service .....Cole
Co-O., Gen., Comm. Mgr., Chi. Engr. H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir.....Norman Hall

WCSI

COLUMBUS—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....55½ E. Court St.
Phone Number 1057
Transcription Service...Associated, Thesaurus
Membership .....BAB
News Service .....AP
President .....Joseph Finneran
General Manager.....Dick Jewell
Chief Engineer.....Phil Hurlbut

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone Number 1950
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Secretary.....G. S. Tatman
Gen., Sta., Comm. Mgr.....E. M. Jackson
Program Director.....Ralph T. Underwood
Chief Engineer.....Earl Thompson

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By.....Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone Number 3-1960
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....John E. Pearson Co.
President.....John F. Dille, Jr.
General Manager.....Donald McFall
Commercial Mgr.....Don Freed
Program Director.....Jerry Maloney
Chief Engineer.....Lester Zellmer

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number 4-9215
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Program Director.....Michael Finn
Chief Engineer .....William Schultz

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.: 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone Number 21171
Representative .....Weed & Co.
Air Time.....Full Time
News Service .....UP
Membership .....NARTB
President.....Alvin Q. Eades
General, Station Manager.....Martin L. Leich
Sales Prom., Pub. Dir.....Del Greenwood
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....P. O. Box 148
Phone Number 4-8284
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....John E. Pearson Co.

Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number 5-2221
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Robert S. Davis
Gen., Sta. Mgr.....Robert J. McIntosh
Pub. Dir., Comm. Mgr.....Jack McLean
Sales Prom. Mgr., Pub. Dir....Phillip Landman
Chief Engineer.....James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Address.....Fort Wayne Nat'l Bank Bldg.
Phone Number.....Anthony 6212
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Boiling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Station Manager.....Charles E. Kennedy
Local Commercial Manager.....Merlin Smith
Program Director.....Robert Hill
Chief Engineer.....Eugene Humphrey

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone Number .....Eastbrook 3366
Air Time.....Full Time
Newspaper Affiliation .....News-Sentinel
News Service .....UP
Transcription Service .....Langworth
Representative .....Headley-Reed
Membership .....BAB
President.....Helen R. Foellinger
Gen., Sta., Comm. Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir.....Dorsey M. Roth
Program Director.....Norman Widenhofer
Chief Engineer.....Damon Wilson

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
Phone Number .....Anthony 2295
News Service.....UP
Transcription Service .....World
Representative .....Raymer
President.....Clarence L. Schust
General Manager .....Edward G. Thoms
Asst. to Mgr.....Hilliard Gates
Commercial Manager.....Carl B. Evans
Program Dir.....Calo O. Mahlock

WOWO

FT. WAYNE—1925—NBC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owner.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address..124 W. Washington Blvd.
Phone Number.....Anthony 2136
Air Time .....Unlimited
News Service .....UP
Transcription Service .....RCA Thesaurus
Representative.....Free & Peters
Membership .....BAB
President.....Chris J. Witting
General Manager.....J. E. Baudino
Commercial Manager.....Tom Longsworth
Sales Prom. Mgr.....G. H. Abels
Sales Service Director....Hilda C. Wohrmeyer
Sta. Mgr.....Carl Vandagrift
Program Director.....Guy Harris
Chief Engineer .....Bruce H. Ratts

WGRY

GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....734 Washington St.
Phone Number 5-5151
News Service .....UP
Transcription Service .....SESAC
Pres., Gen. Mgr.....George Whitney
Program Director.....Robert Dietz

WWCA

GARY—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
Phone Number.....Gary 9171
Air Time .....Unlimited
News Service .....AP
Membership .....BAB
Pres., Gen., Sta. Mgr.....Dee O. Coe
Comm., Sls., Prom. Mgr.....Joe Fife
Program, Publicity Director.....Todd Branson
Chief Engineer .....Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Business-Studio Address.....449 State St.
Phone Number.....Sheffield 8400
News Service .....UP
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....R. C. Adair
Commercial Manager.....Ed Rozhon
Program Director.....Bill Wobus
Chief Engineer.....Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....Lincoln 8521
News Service.....AP, INS
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. ....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir.....Bernard W. Carney
Program Dir.....Frank O. Sharp
Chief Engineer.....Harold Holland

WIBC

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 d.; 10,000 n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone Number.....Lincoln 2305
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....SESAC
Representative .....John Blair
Membership .....NARTB
President, Gen. Mgr.....Richard M. Fairbanks
Commercial Manager.....Gilbert I. Berry
Sales Prom., Pgm. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.
Phone Number.....Plaza 1541
Newspaper Affiliation.....Central Newspaper
News Service .....AP
Transcription Service .....Langworth
Representative.....Free & Peters
Membership .....BAB
President.....Eugene C. Pulliam
General Manager.....Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....Richard Higgs
Program Director.....M. Wayland Fullington
Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc.....Power: 5000 Watts .d; 1000 n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone Number.....Plaza 4595
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....BAB, NARTB
President.....C. Bruce McConnell
V. Pres.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Station Manager.....William H. Spencer
Program Director.....William E. Frosch
Chief Engineer.....Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Phone Number.....Hickory 6494
News Service .....UP
Representative.....John Pearson Co.
Membership .....BAB, NARTB
President.....Lyman S. Ayres
General Manager.....Robert D. Enoch
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ

JASPER—1948

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
Phone Number .....Jasper 678
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....World
President .....Dr. Gilbert E. Metzger
Gen., Sta. Mgr.....Dennis Keller
Commercial Manager.....Richard Witty
Sales Prom. Mgr.....Joe Salvi
Publicity Director.....James Young
Program Director.....Rick Foster
Chief Engineer.....Peter Russo

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business-Studio Address.....State Rd. No. 26
Phone Number 6194
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membreship .....NARTB, BAB
President .....Richard Blacklidge
V.P., Gen., Sta. Mgr.....John Carl Jeffrey
Program Director.....William R. Cox
Chief Engineer.....Chester Rector

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone Number 4300
Air Time.....Full Time
News Service ..... UP
Representative.....Wm. G. Rambeau
Membership .....BAB
President.....O. E. Richardson
Sta., Comm. Mgr.....David Milligan
Program Director.....Richard W. Long
Chief Engineer.....Richard Cochran

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....La Porte Bcstg. Co.
Business-Studio Address.....Rumely Hotel
Phone Number 3734
News Service .....AP
Transcription Service .....Capitol
President, Sta. Mgr.....Hoyt H. Scott

WBTO

LINTON—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address.....c/o WBNL, Boonville, Ind.
Owner.....Henry C. Sanders

WSAL

LOGANSPORT—1949—MBS KEYSTONE

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Phone Number 4261
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NARTB, BAB
General Manager.....Raymond W. Baker
Program Director.....Ira McCormack
Chief Engineer.....Raymond A. Olson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.
Business-Studio Address...303½ S. Adams St.
Phone Number 5500
Air Time.....Full Time
News Service ..... AP
Transcription Service .....Standard
Representative .....Rambeau
Membership .....NARTB
President .....John Ramp
Station Manager.....William Fowler
Commercial Mgr.....Wm. J. Emard
Chief Engineer.....Walter E. Johnson

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Oper. By...Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone Number 5-5245
News Service ..... UP
Station Representative.....Wm. G. Rambeau
Pres., Gen. Mgr.....William N. Udell
Commercial Managers...Al Halus, Jay Schoff
Program Director.....Richard Olson
Chief Engineer.....Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Hwy. No. 35
Phone Number 4403
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....Walker, Hal Holman
Pres., Gen. Sta. Mgr.....D. A. Burton
Commercial Manager.....W. F. Crain
Program Director.....Lee Allerton
Chief Engineer.....M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Phone Number 4-2235
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm., Sales Prom. Mgr.....Milton Lamm
Program Director.....Keith Reising
Publicity Director.....Joe Gillum
Chief Engineer .....Eugene A. Fischer

WPGW

PORTLAND—1951

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Glenn West
Address .....Box 608
Phone Number.....1094
Transcription Service.....SESAC, World
Owner, Gen. Mgr.....Glenn West
Program Director.....Ron Miller

WRAY

PRINCETON—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Princeton Bcstg. Co.
Address .....Box 8
Phone Number 1250
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative .....Walker
President.....M. R. Lankford
Station Manager.....Gene Peterson
Commercial Mgr.....D. T. Critchfield
Chief Engineer.....Ray Shigley

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address ....Richmond
Phone Number 2-1156
Air Time.....5:45 a.m.-M.

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Robert Meeker
Membership ..... NARTB, BAB
President ..... Paul R. Quigg
Gen., Sta. Mgr. ..... Lester G. Spencer
Comm., Sls. Prom. Mgr. ..... Roland L. Nusbaum
Program Director ..... Charles L. Mitchell
Chief Engineer ..... L. J. Duning

WSLM

SALEM—1953—KBS

Frequency: 1220 Kw. ..... Power: 250 Watts d.
Owned-Oper. By ..... Don H. Martin
Address ..... Radio Ridge
Phone Number 700
News Service ..... AP
Transcription Service ..... Thesaurus, MacGregor
Representative ..... Continental
Pres., Gen. Mgr. ..... Don H. Martin
Commercial Mgr. ..... Herbert L. Arms
Program Director ..... Margaret Martin
Chief Engineer ..... Darrell Dixon

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. .... Power: 500 Watts d.
Owned-Operated By ..... Dr. Azra C. Baker
Address ..... 1534 Ewing St.
Phone Number 1212
News Service ..... AP
Air Time ..... Daytime
Transcription Service ..... World, Capitol
General Manager ..... Azra C. Baker
Commercial Manager ..... Robert E. Shippee
Program Director ..... Roger W. Bradley
Chief Engineer ..... Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Address ..... 434 S. St. Joseph St.
Phone Number 7-1566
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
President ..... C. Bruce McConnell
General Manager ..... Frank Crosiar
Commercial Manager ..... C. J. Pajakowski
Program Director ..... Bill Etherton
Chief Engineer ..... Ira D. Kealy

WJVA

SOUTH BEND—1947—KBS

Frequency: 1580 Kc. ..... Power: 250 Watts d.
Owned-Oper. By St. Joseph Valley Bdstg. Corp.
Address ..... Box 179
Phone Number 4-1111
Air Time ..... Sunrise-Sunset
News Service ..... UP
Representative ..... Burn-Smith
Pres., Gen. Mgr. ..... F. R. Householder
Program Director ..... Owen Lackey Jr.
Commercial Mgr. ..... Vince Doyle
Chief Engineer ..... Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. ..... Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address ..... 225 W. Colfax Ave.
Phone Number 3-6161
Newspaper Affiliation .... South Bend Tribune
News Service ..... UP, INS
Transcrip. Serv. ... RCA Thesaurus, Standard
Representative ..... Paul H. Raymer
Membership ..... NARTB, BAB
President ..... F. A. Miller
General Manager ..... Neal B. Welch
Publicity Director ..... Robert H. Swintz
Program Director ..... Robert J. Drain
Chief Engineer ..... Arthur R. O'Neil

WTCJ

TELL CITY—1948

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... Tell City Bcstg. Co.
Phone Number 740
Owner, Manager ..... James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Weed
Membership ..... NARTB
President ..... Alvin Eades
Comm., Gen., Sta. Mgr. .. William F. Rippetoe
Sales Prom. Manager ..... Bob Rhoads
Program Director ..... Harry Frey
Publicity Director ..... Ralph McHargue
Chief Engineer ..... Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. .... Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address ..... 120 South 7th Street
Phone Number ..... Crawford 9481
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Langworth
Representation ..... Bolling Co., Inc.
Membership ..... NARTB, BAB
President ..... Anton Hulman, Jr.
Gen., Sta. Mgr. ..... Joseph M. Higgins
Sales Promotion Mgr. ..... Robert F. Cranford
Program Director ..... Ben Falber, Jr.
Chief Engineer ..... Don Petit

WAOV
VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
Phone Number 787
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
President.....Eugene C. Pulliam
Gen., Comm. Mgr.....A. C. Bernstein
Program Director.....Neal Spencer
Chief Technician.....Ralph Baldwin
Prom. Mgr.....Roy Stanley

WKAM
WARSAW—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....R.F.D. No. 1
Phone Number 65
News Service .....AP
Representative .....Hal Holman Co.
President.....J. W. Autenrieth, Jr.
Chief Engineer.....Howard Wheelock

WRSW
WARSAW—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
Phone Number 155
News Service .....UP
Trans. Service....Capitol, Lang-Worth, World
President.....Raymond B. Williams
General Manager.....C. Reuben Williams
Comm., Bus. Mgr.....William Mollenhour
Program Director.....Marie Snyder
Prom. Mgr.....Jack Essenberg
Chief Engineer.....Fred Gresso

IOWA

Pop. Feb. 1, 1954 (Est.) 2,647,000 — Families 872,000
Radio Homes 847,000 — TV Homes 422,000 — Stations in State 50

KASI
AMES—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number 3460
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....W. S. Rupe
Gen., Comm. Mgr.....Arthur A. Skinner
Program Director.....R. B. Tillerson
Chief Engineer.....Doyle D. Kelso

KJAN
ATLANTIC—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Phone Number 1717
News Service .....AP
Transcription Service .....World
Representative .....Continental, Biddick
President .....Al Hansen
Gen., Sta. Mgr.....Franklin G. Miller
Comm., Prom. Mgr.....H. A. Preston
Chief Engineer.....Henry L. Ankeny

KWBG
BOONE—1950

Frequency: 1590 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Boone Bcstg. Co.
Address.....P. O. Box 36
Phone Number 1590
Transcription Service.....World, Thesaurus
News Service.....UP, INS
Representative.....John E. Pearson
President.....Mary G. Garvey
General Manager.....Paul E. Millex
Commercial Manager.....Robert Erickson
Chief Engineer.....Dan Garretson

KBUR
BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Roosevelt Ave.
Phone Number 7660
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor
Membership .....BAB
Pres., Gen., Sta. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM
CARROLL—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....520 N. Adams St.
Phone Number 3586
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB
General Manager.....M. W. McPherson
Chief Engineer.....Eugene Reiff

KCRI

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Business-Studio Address.....1st St. & 1st Ave.
Phone Number 4-4194
News Service.....AP, INS
Transcription Service .....World
Representative .....Burn-Smith
President.....Sutherland Dows
Gen., Comm. Mgr.....W. S. Patterson
Program Director.....Ralph D. Willey
Promotion Mgr.....Edna Herbst
Chief Engineer.....Carl Rollert

KPIG

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
Phone Number 3-8265
News Service .....UP
Transcription Service .....Capitol
Representative .....Pearson
Gen., Comm. Mgr.....Allen H. Embury
Program Director.....Don Ramsell
Chief Engineer.....Al Morse

WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
Phone Number 6127
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service.....RCA, Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
President.....William B. Dolph
General Manager .....William B. Quarton
Sales Manager.....Lew Van Nostrand
Prom., Pub. Dir.....Leo F. Cole
Program Manager.....Douglas B. Grant
Chief Engineer.....George Hixenbaugh

KCOG

CENTERVILLE—1949

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By ..Centerville Bdcstg Co.
Address .....1910 South Main St.
Phone Number 131, 407
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Membership .....NARTB
President .....R. K. Beck
Gen., Sta., Comm., Mgr.....A. M. Farber
Program Director.....Margaret Ashby
Chief Engineer.....Walter H. Lemen

KCHA

CHARLES CITY—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Incorporated
Business Address.....300Y2 N. Main St.
Phone Number 787
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Orville Lawson
President.....Charles J. Ellis
General Manager.....C. E. Wright
Commercial Mgr.....Vern Bromberg
Program Director.....Wayne Mack
Publicity Director.....Doris LaBounty
Chief Engineer.....Loren Koesling

KCHE

CHEROKEE—1953

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Phone Number 51
News Service .....AP
Transcription Service..Thesaurus, Langworth
Membership .....NARTB
Gen., Comm. Mgr.....Russell A. Hickmon
Prom. Mgr., Prog. Dir.....Charles Resnikov
Chief Engineer.....Sterling H. Heil

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone Number 448
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
President .....W. S. Jacobsen
General Manager.....B. M. Jacobson
Commercial Mgr.....Darline Gordon
Program Director.....Ralph Stoeckel
Chief Engineer .....Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
Phone Number.....Co. Bluffs 4041, Omaha, Jackson 7736
Air Time.....Day Time
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Arthur Hagg & Assoc.
Membership .....NARTB
President.....Robert R. O'Brien
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Commercial Manager.....Had Hughes
Sales Promotion Mgr.....Harold Abramson
Program Director.....R. M. Hallgren
Publicity Director.....Marge Morris

KSIB

CRESTON—1946—TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Creston
Phone Number.....55
News Service .....INS
Transcription Service.....Thesaurus
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Homing
Publicity Director.....Jack Mills
Chief Engineer.....William Zollman

KFMA

DAVENPORT—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....KFMA Bcstg. Co.
Address.....415 Perry St.
Phone Number 6-4407
News Service .....UP
Transcription Service.....Capitol, Standard
Pres., Gen., Comm. Mgr.....A. D. Pierce
Promotion Mgr.....Doris Hanner
Pgm., Pub. Dir.....Eugene Larsen
Chief Engineer.....Francis B. Shawver

KSTT

DAVENPORT—1946—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Bus.-Studio Address.....310 Harrison St.
Phone Number 6-2541
Air Time.....Full Time
News Service .....INS
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer
President.....Hugh R. Norman
General Manager.....Jerry Dunphy
Commercial Mgr. .....Neil Conklin
Nat'l Sales Mgr.....Lois Snively
Program Director.....Bruno Olson
Publicity Director.....I. F. Whalen
Chief Engineer.....A. M. McGregor

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone Number 3-3661
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans
Secretary.....Wm. D. Wagner
Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Program Director.....Warren Vasen
Asst. Mgr.....Fred A. Reed
Publicity Director.....Paul Ives
Chief Engineer.....Paul Arvidson

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address.....State Road
Phone Number.....1240
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Co-Mgr.....Verne Koenig
Gen. Co-Mgr., Comm. Mgr.....Kenneth Bjerke
Sales Prom. Mgr.....John Hansen
Chief Engineer.....Arnie Zaruba

KCBC

DES MOINES—1947

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....3512 Ingersoll
Phone Number 7-4483
News Service .....INS
President .....Karl Peters
General Manager.....Rollo H. Bergeson
Chief Engineer.....Bob Brown

KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ...Independent Bcstg. Co.
Address.....10th & Mulberry
Phone Number 2-9191
Air Time.....Full Time
News Service .....INS, UP
Transcription Service .....World
Representative.....A. M. Radio Sales Co.
President .....Ralph L. Atlass
General Manager.....Harold W. Cassill
Program Director .....Lee L. Harris
Chief Engineer.....Lyle Nolan

KRNT

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address...Register & Tribune Bldg.
Phone Number.....3-2111
Newspaper Affiliation .....Register-Tribune
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Standard
Station Representative.....The Katz Agency
Membership .....NARTB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens
Program Director .....Dick Covey
Chief Engineer.....Charles Quentin

KSO

DES MOINES—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....800 Farm Bldg.
Phone Number.....3-0571
News Service .....AP, INS
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NARTB
President.....Kingsley H. Murphy
Commercial Mgr.....Gene Shumate
Pub., Pgm. Dir. .....B. C. Baldwin
Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1948

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Air Time.....Full Time
News Service .....INS
Transcription Service.Cole, SESAC, Associated
Pres., Comm. Mgr.....George W. Webber
Gen., Sta. Mgr.....Robert L. Webber
Program Director.....Edith L. Webber
Sales Prom. Mgr.....Les Gates
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Air Time.....Full Time
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Sales Manager .....Harold Fulton
Sales Promotion .....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
News Bureau Manager ... ..Jack D. Shelley
Chief Engineer.....Reed E. Snyder

KDTH

DUBUQUE—1941—NBC
TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff St.
Phone Number 3-7351
Newspaper Affiliation .....Telegraph-Herald
News Service.....AP
Transcription Service .....World
Station Representative .....Pearson
Membership .....NARTB
President .....Fred Woodward
General-Station Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....George Freund
Publicity Director.....Gerald McAleece
Chief Engineer.....Robert I. Hancock

WDBQ

DUBUQUE—1933—MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number 3-8241
Air Time.....Full Time
News Service.....UP
Transcription Service .....Thesaurus
Representative.....Robert Meeker
Membership .....NARTB
Exec. V.P., Gen. Sta. Mgr...James D. Carpenter
Commercial Mgr. .....Harry Hatzenbuehler
Program Director.....Gleason Kisteler
Publicity Director.....R. E. Carpenter
Chief Engineer.....Barker-Heim

KLIL

ESTERVILLE—1952—ABC

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Esterville Bcstg. Co.
Address .....Box 173
Phone Number 1800
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Pres., Gen. Mgr.....Wm. E. Schons
Commercial Mgr.....Jack Turnbull
Program Director.....Gene Randolph

KFAD

FAIRFIELD—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By...Fairfield Bcstg. & TV Corp.
Address .....Highway 34 W.
Phone Number 345
President.....Carl D. Boyer
Vice-Pres., Gen. Mgr.....James D. Mortwedt
Program Director.....Don Mortwedt
Commercial Mgr.....Eugene Spiker
Chief Engineer.....Tom Kleckner

KVFD

FT. DODGE—1939—MBS
TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone Number.....Walnut 3761
Air Time.....Full Time
News Service .....UP, INS
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
President, General Manager ...Edward Breen
Commercial Manager.....Max E. Landes
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KXGI
FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KXGI, Inc.
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Air Time.....Day Time
News Service .....UP
Transcription Service.....Standard
Representative .....Hal Holman
President.....W. E. Walker
Gen., Sta., Prom. Mgr.....Greg Rouleau
Commercial Mgr.....Paul Oye
Pgm., Pub. Dir.....Lloyd Mallette
Chief Engineer.....Harold Hackbarth

KXIC
IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone Number 8-1181
News Service .....INS
Representative .....Pearson
Membership .....BAB, NARTB
President.....Scott Swisher
Gen., Comm. Mgr.....Gene Claussen
Sales Prom. Mgr. .....F. M. Broeders
Chief Engineer.....Elliott Full

KOKX
KEOKUK—1948

Frequency: 1310 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address.....4 So. 5th St.
Phone Number.....235
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
President.....H. W. Stadler
Gen., Comm., Prom. Mgr.....Herb Nelson
Program Director.....Virgil Fortner
Chief Engineer.....James L. Mott

KFJB
MARSHALLTOWN—1923—MBS
TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Air Time.....Full Time
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Pearson
General Manager.....William P. White
Commercial Manager.....William C. Doll
Prom. Mgr., Prog. Dir.....Allan N. Schrock
Chief Engineer.....Herbert G. Anderson

KGLO
MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
Phone Number.....2800
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Comm., Prom. Mgr.....Lloyd D. Loers
Publicity Director.....Donald Harrer
Program Director.....William G. Suter
Chief Engineer.....Roger E. Sawyer

KRIB
MASON CITY—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address .....Box 885
Phone Number 5400
Representative .....Pearson
Transcription Service .....Thesaurus
News Service .....AP
President.....W. G. Kelly
General Manager.....Marlin T. Obie
Commercial Mgr.....Donald Obie
Program Director.....Bob Cavanaugh
Chief Engineer.....Paul Dominguez

KSMN
MASON CITY—1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
Phone Number 5420
Air Time .....Sunrise-Sunset
News Service.....UP
Transcription Service .....Associated
Pres., Gen. Mgr.....Robert M. Carson
Commercial Mgr.....Steve M. Hoft
Program Director.....Milton H. Cohen
Chief Engineer.....Hubert J. Marshall

KWPC
MUSCATINE—1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Phone Number 860
Air Time.....Day Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
Comm., Gen., Sta. Mgr.....George J. Volger
Program Director.....Marion Templeman
Chief Engineer.....Darrell Dorsey

KOEL
OELWEIN—1950—TALL CORN

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....4½ W. Charles St.
Phone Number 120-1
Air Time.....Full Time

Representative .....Pearson
Transcription Service.....Thesaurus, SESAC
News Service.....INS, UP
Membership .....NARTB, BAB
President.....C. W. Crahan
Gen., Sta. Mgr.....W. J. Teich
Comm., Prom. Mgr.....Donald McKee
Prog. Dir.....Ed Jenkins
Publicity Director.....Len Bjella
Chief Engineer.....Burt Murphy

KBOE

OSKALOOSA—1950—TALL CORN

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....Highway 63, N. of Oskaloosa
Phone Number 3-3493
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB
President.....E. G. Wenrick
General Manager.....Ken Kilmer
Commercial Mgr.....G. L. Stanley
Program Director.....Bob Henry
Chief Engineer.....Robert W. Moore

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....2513 N. Court Rd.
Phone Number 2422
News Service .....AP
Transcription Service.....World
Membership .....NARTB
President, General Mgr.....James J. Conroy
Station Manager.....Alice E. Fisher
Program Director.....Larry Shepard
Chief Engineer.....Loyd Hanson

KFNF

SHENANDOAH—1924—MBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....Shenandoah
Phone Number 1302
News Service.....AP, INS
Transcription Service.....World, SESAC
Representative .....Pearson
Membership .....NARTB, BAB
President.....C. J. Abbott
Gen., Comm. Manager.....C. Earl Williams
Program Director.....Earl Blakesley
Chief Engineer.....Franz Cherny

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Phone Number.....192
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Capitol, SESAC
Representative .....Edward Petry
Membership .....NARTB
President.....Edward W. May
General Manager.....Owen Saddler
Station Manager.....Anthony Koelker
Commercial Mgr.....Arden Swisher
Pub. Dir., Sales Prom. Mgr.....Joe Baker
Program Director.....Warren Nielson
Chief Engineer.....R. J. Schroeder

KCOM

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....KCOM Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Phone Number 8-0628
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, BAB
President & Manager.....Dietrich Dirks
Sales, Prom. Mgr.....Hap Burgess
Program Director.....Dean Murray
Prog. Dir., Chief Eng.....Al Smith

KSCJ

SIOUX CITY—1927—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....W. R. Perkins
Manager.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harrady
Chief Engineer.....Ernest Kruger

KTRI

SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address..400 Commerce Bldg.
Phone Number.....8-0165
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Venard
President.....John C. Kelly
General Manager.....James Mitchell
Sales Prom. Dir.....Harry Bulow Jr.
Program Director.....Bob Hansen
Chief Engineer.....Sam Seldon

KICD

SPENCER—1941—MBS
TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address .....Spencer
Phone Number 1240
News Service .....AP

Transcription Service....Standard, Thesaurus
Representative .....Pearson
Membership .....BAB, NARTB
Pres., Gen., Sta. Mgr.....Ben B. Sanders
Comm., Prom. Mgr.....Kenneth Black
Program Director.....Mason Dixon
Publicity Director.....Tom Shumate
Chief Engineer.....Eldon Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Phone Number 1490-1
News Service.....AP
Transcription Service.....World, Standard
Membership .....NARTB, BAB
President.....O. J. Grau
Gen., Sta., Comm. Mgr.....Gene P. Loffler
Program Director.....P. R. Benson
Chief Engineer.....Paul Tarrant

KWWL

WATERLOO—1947—MBS

Frequency: 1330 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Phone Number 4404
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Commercial Manager.....Donald E. Inman
Sales Prom. Mgr.....Virgil D. Clark
Program Manager.....Charles Freburg
Publicity Dir.....Raymond C. Starr
Chief Engineer.....Gerald McCasland

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Address.....Highway 20 East
Phone Number.....3-3371, 3-3372
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Joe DuMond
Commercial Mgr.....A. J. DuMond
Program Dir.....Emlyn Owen
Chief Engineer.....Don Kassner

KJFJ

WEBSTER CITY—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address .....Box 222
Phone Number 1500
News Service .....AP
Transcription Service ....Thesaurus, Capitol
President .....Charles V. Warren
General Manager.....Ray Malmberg
Pgm. Dir.....G. D. Warland
Chief Engineer.....Cecil C. Segar

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Radio Homes 554,000 — TV Homes 215,500 — Stations in State 40

KSOK
ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned-Operated By .The KSOK Bdcstg. Co.
Address .....Box 455
Phone Number 2666
News Service .....AP
Transcription Service .....Lang-Worth
President .....Oscar S. Stauffer
General Manager.....S. C. Thompson
Program Director.....Richard Moore
Commercial Mgr.....C. E. Archer
Chief Engineer.....Edward H. Howe

KARE
ATCHISON-ST. JOSEPH—1939

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone Number.....2447
Air Time.....5:45 a.m.-12 M.
News Service .....AP
Representative.....Sears & Ayre
Transcription Service .....Standard
General Manager.....J. M. Griffith
Station Manager.....Paul H. Buenning
Comm. Mgr.....Robert Nelson
Publicity Director.....Edna Shelly
Chief Engineer.....L. H. Winegardner

KCRB
CHANUTE—1952—KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Address .....Box 132
Phone Number 434
News Service .....UP
Representative.....Hal F. Best
President.....Cecil W. Roberts
Gen. Mgr., Chief Engr.....D. W. Hoisington
Program Director.....Joe Young

KGGF
COFFEYVILLE—1930—ABC

Frequency: 690 Kc. ..Power: 10,000 Watts d., 5000 Watts n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number 1843,-4
Air Time .....6 a.m.-12 M.
News Service.....AP, INS
Transcription Service .....World
Representative .....Weed
Membership .....NARTB
President.....Richard M. Seaton
Gen., Sales Prom. Mgr., Pub. Dir.....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KXXX
COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Western Plains Bcstg. Co.
Address.....380 W. 4th St.
Phone Number 790
Air Time .....Daytime
News Service .....UP
Transcription Service .....RCA
Representative .....Headley-Reed
President .....Don Searle
V.P., Mgr.....Ed Mason
Commercial Mgr.....William A. Martin
Promotion Mgr.....Quint McCredie
Chief Engineer.....V. L. Lynch

KFRM
CONCORDIA—1948—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Midland Bcstg. Co.
Address.....KMBC Bldg., Kans. City, Mo.
Phone Number.....Harrison 2650
News Service.....AP, UP
Transcription Service .....Langworth
Representative.....Free & Peters
President.....Arthur B. Church
Vice-Pres., Gen. Mgr.....George J. Higgins
Program Director.....Roderick B. Cupp
Promotion Mgr.....Harold W. Storm
Chief Engineer.....C. E. Moler

KGNO
DODGE CITY—1930

Frequency: 1370 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Phone Number 1370
Air Time.....6 a.m.-11 p.m.
Newspaper Affiliation.Dodge City Daily Globe
News Service .....AP
Representative .....Art Hagg
Membership .....NARTB, BAB
President.....J. C. Denious
Gen., Sta. Mgr.....W. Elliott
Program Director .....Herschel Holland
Chief Engineer.....Frank Miller
Sales Prom. Mgr.....Ruth Peterson

KBTO
EL DORADO—1953

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....C. A. Tedrick
Address .....Box 168
Phone Number 130
Owner.....O. A. Tedrick

General Manager.....B. E. Brown
Chief Engineer.....Jay H. Williams

KTSW

EMPORIA—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Soden's Grove
Phone Number 153
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Gill-Perna, W. C.
President.....G. F. Reed
Commercial Manager.....Harold Servey
Program Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

KGAR

GARDEN CITY—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....R.R. No. 1
Phone Number 3041
News Service .....UP
Transcription Service .....Associated
Representative .....Hal Holman Co.
President .....Ellsworth Sherman
General Manager.....M. R. Pearce
Program Director.....Lorraine L. Pearce
Chief Engineer.....Robert Breeding

KIUL

GARDEN CITY—1935—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Business-Studio Address.....509½ N. Main
Phone Number 3251
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Robert Wells
Commercial Manager.....Bob Emery
Program Director.....Tony Jewell
Promotion Director.....Ann Conrad
Chief Engineer.....Joe Tennessen

KWGB

GOODLAND—1947—MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address .....Hotel Howard
Phone Number 331
News Service .....UP
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....2103 Forest
Phone Number 4317
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....“Daily Tribune”
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Chief Engineer.....Gilbert Hanzlicek

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number 4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service .....AP
Transcription Service .....Langworth
Membership .....NARTB, BAB
President .....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Max Bicknell
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....Box 1026
Phone Number 24486
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Taylor
Membership .....NARTB
President.....Bess Marsh Wyse
General Manager.....Harold E. King
Commercial Manager.....Kainor Carson
Program Director.....Edward Welch
Publicity Director.....Marguerite MacMorris
Chief Engineer.....Bill Hart

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number 5-4461
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
President.....James E. Murray
General Manager.....Vern Minor

Program Director.....Jim Murray, Jr.
Chief Engineer.....Millard Clary

KIND
INDEPENDENCE—1947

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone Number 1010
News Service .....AP
Membership .....BAB
Pres., Gen. Mgr.....J. Nelson Rupard
Chief Engineer.....James Teats

KJCK
JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Phone Number 18-3165
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Pres., General Manager.....R. L. Weir, Jr.
Commercial Mgr.....James Platt
Program Director.....Jack Horner

KCKN
KANSAS CITY—1930

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone Number.....Victor 3864
Air Time.....Full Time
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative .....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Program Director.....George Stump
Chief Engineer.....Louis Dickensheets

KLWN
LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address .....Lawrence
Phone Number 3431
News Service .....UP
Transcription Service.....Thesaurus
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....R. E. Graber
Gen., Sta. Mgr.....Arden Booth
Program Director.....Ed Hundley
Chief Engineer.....Hal Carlson

KCLO
LEAVENWORTH—1948—KBS

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By.....Midwest Bcstg. Sys.
Address .....Farmington
Phone Number 3620
Air Time.....Day Time
News Service .....UP
Representative .....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Chet B. Kozak
Commercial Mgr.....Jack Campbell
Chief Engineer.....Del Rush

KSCB
LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311
Phone Number 3891
Air Time.....Day Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, BAB
President .....Alf M. Landon
General Manager.....Leon S. Salathiel
Commercial Manager.....Roy Pearce
Program Director.....Bill Scott
Chief Engineer.....J. A. Seegars

KMAN
MANHATTAN—1950

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone Number.....PR 8-4451
Transcription Library.....Thesaurus, SESAC
Newspaper Affil.....“Daily Mercury-Chronicle”
News Service .....AP
President.....Fred A. Seaton
Gen., Sta. Manager.....Warren L. Mowder
Commercial Mgr.....Paulson E. Leighton
Program Director.....Sam Blessing
Chief Engineer.....Herbert P. Lavin

KNEX
McPHERSON—1949—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....McPherson Bcstg. Co.
Phone Number 1540
News Service .....AP
Transcription Service.....Thesaurus
Membership .....BAB
General Manager .....Henry Dais
Chief Engineer.....Claude Hughes

KJRG
NEWTON—1953

Frequency: 950 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Geo. Basil Anderson
Phone Number 3240
Representative .....Continental, Biddick
Owner .....Geo. Basil Anderson
General Manager.....Robert Kent
Commercial Mgr.....William Fellner
Program Director.....Ken Stobaugh

KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....20th & S. Main
Phone Number 1045
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Partner, Gen. Mgr.....J. N. Jobes
Partner.....Herbert M. Jobes
Commercial Mgr.....Thomas F. Ruble

KLKC

PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number 4050
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service...Thesaurus, Associated
President .....Clyde M. Reed, Jr.
General Manager.....Raeburn D. Drenner
Chief Engineer.....Charles Neer

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d., 5,000 n.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Phone Number 2165
Air Time .....5:45 a.m.-M.
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. V. Baxter
Sales Prom. Mgr.....Paul Hudson
Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KSEK Bcstg. Co., Inc.
Business-Studio Address.....1340 E. Quincy
Phone Number 742
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Chief Engineer.....Paul A. Winders

KWSK

PRATT—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pratt Bcstg. Co.
Address.....207½ Main St.
Phone Number 1570
General Manager.....Clem Morgan
Commercial Mgr.....John Wright
Promotion Mgr.....Bud Pratt
Chief Engineer.....Clarence Evans

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 W. Iron Ave.
Phone Number 3701
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Prom. Mgr., Publ. Dir.....C. R. Lamer
Program Director.....Al Thompson
Chief Engineer.....Donald Engelhardt

KJAY

TOPEKA—1949

Frenquency: 1440 Kc. ..Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone Number 3-1336
Air Time.....Full Time
News Service .....INS
Representative .....McGillvra
President.....S. H. Patterson
General Manager.....Norwood J. Patterson
Program Director.....Hal McWilliams
Commercial Mgr.....A. J. Stewart

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles B. Axton
Address .....Box 538
Phone Number 4-3444
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated
Representative.....John E. Pearson Co.
Owner, Gen., Sta. Mgr.....C. B. Axton
Commercial Manager.....Allan Curnutt
Asst. Manager.....Marie M. McKinney
Program Director.....Jack Warren Ostrode
Chief Engineer.....Floyd A. Griffiths

WIBW

TOPEKA—1926—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number 3-2377
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership .....NARTB
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges

Program Director.....Maude Carlson
Chief Engineer.....Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number 2-0505
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Alf M. Landon
Business Manager .....Fred L. Conger
Sales Promotion Manager ...Gerald K. Barker
Program Director .....Max Falkenstein
Technical Spvsr.....Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Bus.-Studio Address.....418 W. Douglas Ave.
Phone Number 4-9369
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
V.P., General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Program Director.....Graeme Fletcher
Chief Engineer.....Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone Number 4-2387
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative .....O. L. Taylor Co.
Membership .....NARTB
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Sales Promotion Manager .....Rusell L. Lowe
Program Director.....Vernon Reed
Chief Engineer.....Ted Heilhecker

KFBI

WICHITA—1922—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
Phone Number.....Temple 8-3377
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....Clarence Sewell
Program Dir.....George Wells
Publicity Director .....Marie MacDonald
Chief Engineer.....K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number 2-4491
Air Time.....Full Time
Newspaper Affiliation .....“Eagle”
News Service.....UP, AP
Transcription Service .....Capitol
Representative .....Blair
Membership .....NARTB
President .....John Rigby
V.P., Gen. Mgr.....Frank V. Webb
Sales Promotion Manager.....Beulah Roth
Program Director.....Thomas Bashaw
Chief Engineer.....Virgil Hinshaw

KWBB

WICHITA—1950

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone Number 8-3331
Air Time.....6 a.m.-M.
Transcription Service.....Thesaurus
News Service .....AP
Representative .....Clark
Membership .....NARTB, BAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Commercial Mgr.....John Merrell
Program Director.....W. Welch
Chief Engineer.....Gene Williams

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KENTUCKY

Pop. Feb. 1, 1954 (Est.) 3,004,000 — Families 770,000
Radio Homes 684,000 — TV Homes 359,500 — Stations in State 50

WCMI
ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ....Ashland Bdcstg. Co., Inc.
Address .....120 20th Street
Phone Number.....Main 3010
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Trans. Service.....World, Thesaurus, SESAC
Representative .....H-R Reps
President .....Charles Sawyer
Exec. Vice-President.....J. P. Williams
General Manager.....Adna H. Karns
Sta., Comm. Mgr.....W. R. Martin
Program Director.....J. B. Sowards
Chief Engineer .....Clarence W. Weaver

WKCT
BOWLING GREEN—1947—ABC

Frequency: 930 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Box 727
Phone Number.....BO 4325
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Newspaper Affiliation..Park City Daily News
Transcription Service.....Thesaurus
Representative .....Pearson
President .....J. Ray Gaines
Sta., Gen. Mgr. .....Al Temple
Comm., Prom. Mgr.....Jeff Wright
Program Director.....Jack Eversole
Publicity Director .....Alvis Temple
Chief Engineer.....Haro Durham

WLBJ
BOWLING GREEN—1938—MBS-KBS

Frequency: 1410 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Bowling Green Bcstg. Co.
Address .....901 Fairview
Phone Number 3212
Air Time.....Full Time
News Service .....AP
Transcription Service ....World
Representative .....Burn-Smith
Membership .....BAB, NARTB
Pres., Gen., Sta. Mgr.....Ken D. Given
Commercial Manager.....Robert Proctor
Sales Prom. Mgr.....Bill Kuznitsof
Publicity Director.....Georgia Bates
Program Director.....Helen Given
Chief Engineer.....Tom Smith

WLCK
CAMPBELLSVILLE—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Taylor Bcstg. Co.
Address.....P. O. Box 248
Phone Number 380
News Service .....UP
Transcription Service .....Cole
Pres., Gen. Mgr.....Redman Turner
Commercial Manager.....Lindsey Harden
Program Director.....Tommie Kerr
Chief Engineer.....James B. Crawley

WTCO
CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Co., Inc.
Business-Studio Address.....203 E. Main St.
Phone Number 250
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
President.....H. T. Parrott
Gen., Sta., Comm. Mgr.....James Shacklette
Sales Promotion Mgr.....Frank Hayden
Chief Engineer.....Harvey Kingsbury

WAIN
COLUMBIA—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
Phone Number 4111
News Service .....UP
Trans. Ser.....MacGregor, Thesaurus
Pres., Gen. Mgr.....S. C. Bybee
Commercial Mgr.....Lanier Burchett
Chief Engineer.....Lewis Owens

WCTT
CORBIN—1947—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Phone Number 123-4
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....C. R. Austin

WZIP
COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Air Time .....Daytime

News Service ..... AP
Representative ..... Indies, Inc.
Membership ..... NARTB, BAB
Pres., Gen., Comm. Mgr. ... Arthur L. Eilerman
Publicity Director ..... Walter Rehbaum
Chief Engineer ..... Robert G. Staab

WCPM

CUMBERLAND—1950—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Blanfox Radio Co.
Address ..... Harlan, Ky.
Pres., Gen., Sta. Mgr. ..... R. B. Helms
Commercial Mgr. ..... Lew Boehm
Program Director ..... Charles Esposito
Chief Engineer ..... J. Francke Fox

WHIR

DANVILLE—1947—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Commonwealth Bcstg. Corp.
Address ..... P. O. Box 234
Phone Number ..... Danville 1230
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Hal Holman Co.
Membership ..... NARTB, BAB
Pres., Comm. Mgr. ..... W. T. Isaac
V.P., Pgm. Dir. ..... David B. Highbaugh
Chief Engineer ..... Henry C. Lovell

WIEL

ELIZABETHTOWN—1950

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Elizabethtown Bcstg. Co.
Phone Number 5151
Air Time ..... Full Time
Transcription Service ..... RCA Thesaurus
News Service ..... UP
Membership ..... NARTB, BAB
President ..... J. W. Hodges
Gen., Sta. Mgr. ..... Dee Huddleston
Chief Engineer ..... Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By .. Frankfort Bcstg. Co., Inc.
Phone Number 48281
Air Time ..... 5 a.m.-11 p.m.
News Service ..... UP
Representative ..... Burn-Smith
Pres., Gen. Mgr. ..... Ken Hart
Prog. Dir. ..... Robert Beasley
Comm., Sales Prom. Mgr. ..... Charles Drew
Chief Engineer ..... Wally Roach

WFUL

FULTON—1951

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .... Ken-Tenn Bcstg. Corp.
Phone Number 1270
News Service ..... UP
Transcription Service ..... Thesaurus, SESAC
President ..... Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir. ..... J. O. Lewis
Gen. Mgr., Chief Engr. ..... John Latham

WKAY

GLASGOW—1946

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Glasgow Bcstg. Co., Inc.
Phone Number 2141
News Service ..... UP
Transcription Service ..... SESAC
President ..... Jack Pedigo
Gen., Sta. Mgr., Chief Eng. ..... Clovis Sadler
Sales Prom. Mgr. ..... J. M. Barrick
Mgr. ..... Freeman Cherry
Program Director ..... Caroline Biggers
Chief Engineer ..... C. H. Hulse

WHLN

HARLAN—1941—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By .... Blanfox Radio Co., Inc.
Phone Number 625
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Thesaurus, World
Representative ..... Burn-Smith
Membership ..... BAB
President, Gen. Mgr. ..... R. B. Helms
Program Director ..... Nell Bradford
Commercial Mgr. ..... J. T. Morgan
Chief Engineer ..... J. Francke Fox, Jr.

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says WLBJ's Commercial Manager Bob Proctor at Bowling Green, Ky.: "Our merchants — like merchants everywhere — are brand conscious. When we offer them **AP**, they know they're getting the best brand in news."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

WKIC
HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Address.....Peoples Bank Building
Phone Number 720
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Hil F. Best
President.....Fred B. Bullard
General Manager.....Richard H. Goodlette
Chief Engineer.....Marvin E. Young
News Director.....Charles W. Metcalf
Comm., Prom. Manager.....Bob Mansfield

WSON
HENDERSON—1941—MBS-KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio Address.....Zion Rd.
Phone Number 3923
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Program Director .....Martin E. Schaeffer
Chief Engineer.....Orville D. Jackson

WHOP
HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Phone Number.....TV 5-5331
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....RCA
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Commercial Manager .....Katherine Peden
Program Director.....Margaret Wyatt
Chief Engineer.....Leo Y. Wilson

WLBN
LEBANON—1953

Frequency: 1590 Kw.....Power: 500 Watts d.
Owned-Oper. By...Lebanon-Springfield Bcstg. Co.
Address .....Box 647
Co-Owner, Gen. Mgr.....C. H. Hulse
Co-Owner, Prog. Dir.....Charles Shuffett

WLAP
LEXINGTON—1922—ABC

Frequency: 630 Kc. ...Power: 5000 Watts d., 1000 n.
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number 3-2727
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Gilmore N. Nunn
V.P.-General Manager.....J. E. Willis
Program Director.....Jack Brooks
Publicity Director.....Joe DeLong
Chief Engineer.....Henry C. Locklar

WLEX
LEXINGTON—1946—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....Campbell House
Phone Number 3-0433
Air Time .....Unlimited
Trans. Service.....Lang-Worth, MacGregor
Representative .....Forjoe
News Service .....AP
President.....J. D. Gay, Jr.
Secy.-Treas. .....Guthrie Bell
Gen., Com. Mgr.....J. L. Brownell, Sr.
Chief Engineer.....William Yount

WVLK
LEXINGTON—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address .....Phoenix Hotel
Phone Number 4-6470
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Donald J. Horton
V. Pres., Gen. Mgr.....Ted Grizzard
Secy., Sta. Dir.....Ted Grizzard
Commercial Manager.....Lynn E. Knox
Promotion Manager.....George T. Webb
Program Director.....O. C. Halyard, Jr.
Chief Engineer.....Paul Dunbar

WAVE
LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 2201
Air Time .....Unlimited
Transcription Service....Thesaurus, Standard
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....Le Vel Waltman
Sales Prom. Mgr.....Charles Hill
Program Director.....James Caldwell
Chief Engineer.....Wilbur Hudson

WGRC
LOUISVILLE—1936

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.

Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone Number .....Wabash 8871
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., Comm. Mgr. .....J. Porter Smith
Gen. Mgr.....Charles L. Harris
Pgm. Dir.....Ward Hatcher
Chief Engineer.....W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address.....525 W. Broadway
Phone Number .....WAbash 2211
Air Time.....Full Time
News Service .....AP
Newspaper Affil.....Courier-Journal, "Times"
Transcription Service .....Lang-Worth
Representative.....Henry I. Christal Co.
President .....Barry Bingham
V. Pres., Dir.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....John M. Fouts
Publicity Director.....William Loader
Chief Engineer .....Orrin W. Towner
Program Director.....Sam Gifford

WINN

LOUISVILLE—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....Earle Hotel
Phone Number.....WAbash 5148
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....R-TV, Rep., Scott
Pres., Gen., Sta. Mgr. .....Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Program Director.....George Partridge
Chief Engineer.....Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone Number.....Clay 4441
Air Time.....Full Time
Representative.....John Blair & Co.
Membership .....BAB
News Service .....UP
Pres. Gen. Mgr.....Joe Eaton
Commercial Manager.....Russell J. Pirkey
Program Director.....Mary Louise Moore
Chief Engineer.....D. C. Summerford

WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone Number.....CLay 4811
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Burn-Smith
Membership .....BAB
President.....F. Eugene Sandford
Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By....Robert W. Rounsaville
Business-Studio Address.....2549 S. Third St.
Phone Number.....Calhoun 3680
Air Time .....Daytime
News Service .....AP
Representative.....Forjoe, Dora-Clayton
President, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Lee Smith
Commercial Mgr.....Joe Starr
Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
Phone Number 1885
Air Time .....Sunrise-Sunset
Newspaper Affiliation....Madison Publishing
News Service .....UP
Trans. Service..Capitol, Thesaurus, Standard
Representative .....Continental
President .....Edgar Arnold, Sr.
Sta., Gen. Mgr. .....H. W. Wells
Prom., Comm. Mgr. .....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris
Chief Engineer .....Evers Mick

WKTM

MAYFIELD—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone Number 46
Studio Address.....Mayfield Hotel
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Best
President .....Mike Layman
Gen., Sta., Comm. Mgr. .....Wayne Morgan
Program Director.....Joe McNeilly
Chief Engineer.....Joseph M. Hargrove

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.... West Ky. Bcstg. Co., Inc.
Phone Number 1597
Air Time.....Full Time
News Service .....AP

Transcription Service .....Capitol
President.....H. M. Suthard
General Mgr.....T. E. Brewer
Program Director.....O. L. Davis
Promotion Mgr.....Bob Lee
Chief Engineer.....Ben Dixon

WFTM
MAYSVILLE—1948—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....626 Forest Ave.
Phone Number 1400
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Charles P. Clarke
General Mgr.....John W. Betts
Commercial Mgr.....James Newhart
Program Director .....Gene Waters
Chief Engineer.....Harvey Cross

WMIK
MIDDLESBORO—1948

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Phone Number 980
Air Time.....Day Time
Representative .....Holman
Transcription Service.....Thesaurus
News Service .....UP
Membership .....BAB
President.....Dr. U. G. Brummett
Gen., Sta., Comm. Mgr.....Maurice K. Henry

WNBS
MURRAY—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone Number 1340
News Service .....AP
President.....H. T. Waldrop
Manager .....Edward Griffin
Comm. Mgr., Prog. Dir.....Troy Glidwell
Chief Engineer.....Otis Cohoon

WNOP
NEWPORT—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100
Air Time .....Sunrise-sunset
News Service .....UP
President, Comm. Mgr.....James G. Lang
Station Manager.....Ann Rolfes Lang
Chief Engineer.....Joseph M. Rice

WOMI
OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Phone Number 3-1558
Air Time.....6 a.m.-M.
News Service .....AP
Newspaper Affiliations...Messenger, Inquirer
Transcription Servise .....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS
OWENSBORO—1946

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone Number 3-3521
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NARTB
President.....V. J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Program Director.....Larry Adams
Chief Engineer.....Robert Earl Jagoe

WKYB
PADUCAH—1946—NBC

Frequency 570 Kc. ...Power: 1000 Watts d., 500 n.
Owned-Oper. By.....WKYB, Inc.
Business-Studio Address.....Box 931
Phone Number 2-1678
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....E. J. Paxton, Jr.
Commercial Manager.....S. Livingston
Program Dir.....Joe P. Knight
Chief Engineer.....E. J. Pell

WPAD
PADUCAH—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone Number 2-8231
Air Time .....5 a.m.-12 M.
News Service .....UP
Trans. Serv. .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Pierce E. Lackey
Prog., Pub. Dir.....Ray Mofield
Chief Engineer.....U. C. Morris

WSIP
PAINTSVILLE—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By.....Big Sandy Bcstg. Co.
Address .....Meade Bldg.
Phone Number 1196
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....Ted Arnold Silvers
Station Manager.....Jack Welch
Chief Engineer.....Eugene Baldridge

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone Number 456
Air Time.....Day Time
Newspaper Affiliation.....Daily News
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
President.....Mrs. W. J. Ward
Gen., Comm. Mgr.....Ray E. Alexander

WPKE

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Phone Number 1280
News Service .....AP
Transcription Service.....SESAC, World
Membership .....NARTB
President.....Clyde Childers Jr.
Program Director.....Al Kahn
Chief Engineer.....Edwin Meek

WPRT

PRESTONBURG—1953

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kentucky Mt. Bcstg. Co.
News Service .....UP
Transcription Service .....MacGregar
President.....D. C. Stephens
Gen., Prom. Mgr.....Rex Osborne
Chief Engineer.....Wm. E. Rumple

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address .....Box 478
Phone 2072
News Service .....AP
Owner, Gen. Mgr.....Leslie Goodaker
Program Dir.....Mrs. Leslie Goodaker
Commercial Manager.....James H. Johnson
Chief Engineer.....Marvin Mahoney

WEKY

RICHMOND—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dages I. Boyle
Address .....McKee Bldg.
Phone Number 1340
Owner.....Dages I. Boyle
General Manager.....O. C. Halyard Jr.
Commercial Mgr.....Jack Parrish
Program Director.....Bob Doll
Promotion Mgr.....Jay Watters
Chief Engineer.....Reed Anderson

WRWS

RUSSELLVILLE—1953

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Southern Ky. Bcstg. Co.

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Address .....Stanford Rd.
Phone Number 1240,-41
Air Time.....Full Time
News Service .....UP
Transcription Service.....Theasurus
Representative.....Hill F. Best
Pres., Gen., Sta. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Chief Engineer.....Johnny Agostine

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
Phone Number....Vancleve 3 (Jackson exch.)
Air Time .....Daytime
News Service .....AP
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Chief Engineer.....Kenneth Amspaugh

WTCW

WHITESBURG—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ky.-Va. Bcstg. Corp.
Address .....Whitesburg
Phone Number 2711
News Service .....UP
Pres., Gen. Mgr.....Kenneth J. Crosthwait
Commercial Mgr.....Frank L. Jones
Program Director.....Aubrey Garber
Chief Engineer.....David B. Jordan

LOUISIANA

Pop. Feb. 1, 1954 (Est.) 2,738,000 — Families 715,000
Radio Homes 602,000 — TV Homes 281,500 — Stations in State 49

KROF

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 620
Phone Number 90
Transcription Service .....World
General Manager.....George P. Martin
Program Director.....Ebba Lou Martin
Chief Engineer ..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. ...Power: 5,000 Watts d., 1,000 Watts n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address. .....6th and Johnston
Phone Number 3-2543
News Service .....AP, UP
Transcription Service.....World, MacGregor
Representative .....Weed & Co.
President .....Walter H. Allen
Gen. Mgr.....Willard L. Cobb
Commercial Manager .....Walter D. Melson
Promotion Mgr.....Vivian Close
Prog. Dir.....Alex Marchand
Chief Engineer .....Jesse R. Sexton

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.
Address .....Box 1489
Phone Number 6611,-12
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Pres., Comm. Mgr.....Milton Fox
General Manager.....Virgil G. Evans
Program Director.....Bruce Rainey
Chief Engineer.....Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Business-Studio Address.....Box 193
Phone Number 1400
News Service .....UP
Transcription Service.....World, Associated
General Manager.....Bill Davis
Commercial Manager .....G. I. Johnson
Chief Engineer.....Harry Howard

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Modern Bcstg. Co.
Address.....929 Government St.
Phone Number 4-8571
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Adam Young
Membership .....NARTB, BAB
President.....Jack S. Burk
V.P., Gen. Mgr.....T. E. Gibbons
Commercial Mgr.....Ron Litteral
Program Director.....Charlie Arnold
Chief Engineer.....Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Phone Number 49493
News Service .....UP
Trans. Serv. .....Lang-Worth & Standard
Representative .....Walker
President.....G. T. Owen
Gen. Mgr.....Robert Earle
Commercial Manager.....Roger Davison
Chief Engineer .....E. E. Case

WJBO

BATON ROUGE—1934
NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number 2-5271
Air Time .....Unlimited
News. Affil.....State Times, Morning Advocate
News Service.....AP, UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....BAB, NARTB
President.....Douglas L. Manship
V.P., General Mgr.....J. Roy Dabadie
Sales Manager.....Charles C. Garvey
Program Director.....Don Perrie
Chief Engineer.....Pat Weathersby

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number 24411
Air Time.....Full Time
News Service.....AP, INS
Transcription Service .....Associated

Representative .....Wm. G. Rambeau
Membership .....NARTB, BAB
President .....R. F. Cangelosi
Gen., Sta. Mgr.....Earl Smith
Commercial Manager.....Lamar Simmons
Prog. Dir.....Herman Nelson
Chief Engineer.....Edward Van Valkenburg

WXOK

BATON ROUGE—1953

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Phone Number 4-7604
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Co-Owners .....Jules Paglin, Stanley W. Ray Jr.
General Manager.....Herb Pearson
Program Director.....Ed Bishop
Chief Engineer.....Charles Hogue

WIKC

BOGALUSA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Enterprise Publishing Co.
Business Address.....605 N. Rio Grande St.
Phone Number 1490
General Manager.....Curt Siegelin

WARB

COVINGTON—1953

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....A. R. Blossman, Inc.
Address .....Box 568
Phone Number 1600
President.....A. R. Blossman
Gen. Mgr., Chief Engr....William H. Bland Jr.
Commercial Mgr.....Roy Hebert
Program Director.....Winford McDaniel
Promotion Dir.....Mildred Bland

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number 1450-1
News Service .....AP
President .....Max Thomas
Commercial Manager.....Dan Harper
Chief Engineer.....C. P. Ruffner

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sabine Bcstg. Co.
Address .....Box 46
Phone Number 7600
News Service .....UP
President.....Cyril W. Reddoch
Commercial Manager.....Ralph L. Hooks
Program Director.....Ted Thompson

KEUN

EUNICE—1952—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address .....Box 789
Phone Number 3041
News Service .....AP
Transcription Service .....World
President .....Vincent Riehl
General Manager.....John A. Chauvin
Publicity Director.....Milton S. David
Chief Engineer.....J. L. Sylvester

WIHL

HAMMOND—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Cefalu Radio Station
Business-Studio Address.....Box 432
Phone Number 960
News Service .....AP
President .....Nicholas Cefalu
Gen., Comm. Mgr.....J. K. Ferris
Sta. Mgr., Pgm. Dir.....George Bonnell
Chief Engineer.....Warren Adams

KCIL

HOUMA—1946—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KCIL Inc.
Business Address.....Bayou Black Dr.
News Service .....AP
Transcription Service.....World, SESAC
President.....D. T. Brannen
General Manager.....P. T. Hayes

KJEF

JENNINGS—1950

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Phone Number 1155
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Clovis L. Bailey
Comm. Mgr.....Gerald Dugas
Chief Engineer.....Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—ABC

Frequency: 1420 Kc.....Power: 1000 Watts d. 500 W. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address.....P. O. Box 367
Phone Number 8-9494
Transcription Service.....World
News Service .....UP
Membership .....NARTB, BAB
President.....Paul H. De Clouet
General Manager.....William A. Patton
Program Director.....Bob Castellon
Publicity Director.....Virginia Boulanger
Chief Engineer.....Carroll Crew

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 1070
Phone Number 5-6426,-7
Newspaper Affiliation....."Daily Advertiser"
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, BAB
General Manager.....George H. Thomas
Sta. Mgr.....Evan H. Hughes
Commercial Manager.....Thomas G. Pears
Prog. Dir.....Don Metz
Chief Engineer.....Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
Phone Number 6-7541
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Co-Manager.....Tom Gresham
Co-Mgr., Prog. Dir.....Roy Rhodes
Station Director.....Stanley W. Ray, Jr.
Chief Engineer.....Walter Jones

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Bus.-Studio Address.....203 W. Clarence St.
Phone Number 6-7277
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Pearson
Owner.....Sara M. Anderson
General Manager.....John L. Vath
Commercial Mgr.....Harper L. Clark
Program Director.....Sid Morse
Chief Engineer.....Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address.....P. O. Box 1521
Phone Number 2713
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
President.....T. B. Lanford
Gen., Sta. Mgr.....David Wilson
Commercial Manager.....P. E. Mills, Jr.
Sales Prom. Mgr.....Lucille Storer
Program Director.....Robert P. Thompson
Publicity Director.....Verna Eady
Chief Engineer.....A. B. Craft

KAPK

MINDEN—1952

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Parish Bcstg. Co.
Address .....Box 821
Phone Number 1985
News Service .....UP
Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.
Commercial Mgr.....Reggie Ward
Chief Engineer.....Carl W. Goulden

KLIC

MONROE—1950—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dr. Frank Cerniglia
Address .....Strauss Bldg
Phone Number 3-4617
News Service .....UP
President, Manager.....Dr. Frank Cerniglia
Commercial Mgr.....Robert Fowlkes
Program Director.....John Lacy

KMLB

MONROE—1930—ABC

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....Hotel Frances
Phone Number 7161
News Service .....AP
Transcription Service .....Thesaurus
Representative.....O. L. Taylor
President.....Mrs. Robert Gaston, Jr.
Gen., Sta. Mgr.....Charles Price
Comm., Prog. Mgr.....James Plaisance
Publicity Director.....Jackie Voorhees
Chief Engineer.....O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Knoe Road
Phone Number 8155
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps
Membership .....NARTB, BAB
President .....James A. Noe
General Manager.....Paul H. Goldman
Commercial Mgr.....John H. Allen Jr.
Program Director.....Harry Arthur
Chief Engineer.....Jack Ratliff

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number 2353
President.....Dr. William H. Pierson

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address.....101 West St., Peter St.
Phone Number 2-6726
News Service .....AP
Transcription Service .....World
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Sales Prom., Pgm. Dir.....Al Viguerie
Commercial Mgr.....Donald Bonin
Chief Engineer.....Merle Case

KVIM

NEW IBERIA—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone Number 2-5826
Transcription Service .....Associated
President.....P. M. Cochran
General Manager.....John H. Coco
Sales Prom. Mgr.....Jim Drake
Chief Engineer.....Lynn Hargreves

WBOK

NEW ORLEANS—1951

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WBOK, Inc.
Address.....505 Baronne St.
Phone Number.....Tulane 5363
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Gen., Sta. Mgr.....Stanley W. Ray, Jr.
Comm. Mgr.....Fred Schwarz
Chief Engineer.....John Rhode

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....Tulane 4371
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NARTB, BAB
President.....Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.....Robert Swezey
V.P. & Comm. Mgr.....Louis Read
Program Director.....Don Howell
Prom. Dir.....Marion Annenberg
Chief Engineer.....Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
Phone Number.....Ma. 3488
Air Time .....Unlimited
News Service .....AP
Representative.....W. G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Louise C. Carlson
Commercial Mgr.....Ed. Carlson
Prom. Mgr.....George Stimmel
Program Director.....Johnny Nickols
Chief Engineer.....Frank J. Recely

WJMR

NEW ORLEANS—1945

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address.....Jung Hotel, 1500 Canal Street
Phone Number .....Canal 0356-0357
Air Time.....Sunrise-Sunset
News Service .....UP
Representative .....Bolling
Membership .....NARTB, BAB
President .....Chester Owens
Exec. V.P.....George A. Mayoral
V.P. & Gen. Mgr.....James E. Gordon
Commercial Mgr.....Patrick J. Shannon
Program Dir.....Tom Abbott
Chief Engineer.....Jack Petrik

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....2107 Dryades St.
Phone Number.....Tulane 4841
Representative .....Gill-Perna
News Service .....UP
Membership .....BAB
President .....Lester Kamin
General Manager.....Mort Silverman
Chief Engineer.....Samuel Perkins

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Phone Number.....Express 2173
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC
Representative .....H-R
Membership .....NARTB, BAB
Owner.....James A. Noe
Gen., Sta. Mgr.....Benton Paschall
Commercial Mgr.....Paul Beville
Prog. Dir.....Eldon Durand
Publicity Dir.....Bill Elliott
Chief Engineer.....A. J. Bourgeois

WSMB

NEW ORLEANS—1925—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.Maison Blanche Bldg.
Phone Number.....Magnolia 5921

President.....Gaston Dureav
General Manager.....Jack O'Meallie

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Mid-Continent Bcstg. Corp.
Address.....624 Canal St.
Phone Number.....MAgnolia 3211
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
President.....Robert H. Storz
Exec. Vice-President.....Todd Storz
Vice-Pres., Gen. Mgr...George W. Armstrong
Commercial Mgr.....Fred Berthelson
Program Director.....Larry Wilson
Chief Engineer.....Morris E. Jones

WTPS

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By.....The Times Picayune
Business Address.....615 Howard Ave.
Phone Number.....Canal 5561
Transcription Service .....Associated
Representative .....Branham
President.....John F. Tims
General Mgr.....H. F. Wehrmann
Prog. Dir.....Robert Smith
Prom. Mgr.....Martin Burke
Chief Engineer.....George DeBlieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....WWEZ Radio Inc.
Bus.-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3521
News Service .....UP
Representative .....Hollingbery
President.....A. J. Chilton
General Manager.....Joe A. Oswald
Program Dir.....Ken Elliott
Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address .....Roosevelt Hotel
Phone Number.....Raymond 2194
News Service.....UP, AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Ray Liuzza
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KREH

OAKDALE—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Phone Number 900
President.....Cyril W. Reddoch
General Manager.....Ralph L. Hooks
Commercial Mgr.....La Vance Carson

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Studio Address.....Box 392
Phone Number 2633
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer
Pres., Gen. Mgr.....W. Eugene Jones
Commercial Mgr.....A. B. Reed Jr.
Program Director.....Wandell Allegood
Chief Engineer.....Richard M. Cole

KRUS

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Bus.-Studio Address...105 E. N. Railroad Ave.
Phone Number 1490
Air Time.....Full Time
News Service .....UP
Newspaper Affiliation.....'Daily Leader"
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Program Director.....Bill Carter
Chief Engineer.....Charles Gandy

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Representative .....Young
President .....Lester Kamin
Gen., Comm. Mgr.....John H. Pace
Chief Engineer.....N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone Number 3-3681
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Frank H. Ford
Sta., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel
Representative .....Weed
President.....T. B. Lanford
Manager.....G. V. Wilson
Program Director.....Elizabeth V. Alford
Chief Engineer.....Carl W. Goulden

KTBS

SHREVEPORT—1922—NBC

Frequency: 710 Kc. ...Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By ....Radio Station KTBS, Inc.
Address .....312 East Kings Hway
Phone Number 7-3644
Air Time .....5 a.m.-12 M.
News Service ....AP, UP
Representative .....Petry
Transcription Service .....Associated
Membership .....BAB, NARTB
Pres., Gen. Mgr.....E. Newton Wray
Business Manager.....Patrick White
Pub., Prom. Mgr.....Dorothy Goldsworthy
Program Director.....Michael Roppolo
Chief Engineer .....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address.....Box 1387
Phone Number 2-8711
Newspaper Affiliation.....Shreveport Times
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Branham
Membership .....NARTB, BAB
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Commercial Manager.....Fred Watkins, Jr.
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Chief Engineer.....O. S. Droke

KVPI

VILLE PLATTE—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Phone Number 5888
President.....Lionel B. Deville
General Manager.....Chris Duplechain
Program Director.....J. S. Fontenot

MAINE

Pop. Feb. 1, 1954 (Est.) 922,000 — Families 287,000
Radio Homes 273,000 — TV Homes 69,000 — Stations in State 16

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....160 Bangor St.
Phone Number 3-3878
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....O'Connell, Borgatti
President .....Faust Couture
General Manager.....Norman G. Gallani
Comm. Mgr.....Harry Simons
Program Director.....Mona Hixon
Publicity Director.....Gregory Evans
Chief Engineer.....Paul Graves

WRDO

AUGUSTA—1932—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone Number 3-4735
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Weed, Bannan
Membership .....NARTB, BAB
President .....Adeline B. Rines
Sta., Comm. Mgr.....Donald K. Powers
Sales Prom. Mgr.....Lawrence Cloutier
Publ. Pgm. Dir.....Leslie R. Hubley
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC-MBS

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number 6446
Air Time.....Full Time
News Service .....AP
Representative ....Everett-McKinney, Kettell-Carter
Co-O., President.....Horace E. Hildreth
Gen., Sta., Comm. Mgr.....Leon Gorman
Program Dir.....Richard Bronson
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc .....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bcstg. System

Address.....P. O. Box 732
Phone Number 7354
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Representative .....Avery-Knodel
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Station Manager.....Samuel G. Henderson, Jr.
Program Director.....Clifton E. Reynolds
Chief Engineer.....Roger W. Hodgkins

WLBZ

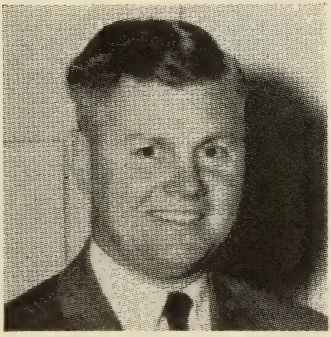
BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 2-4656
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
President .....Adeline Rines
General Manager.....Edward E. Guernsey
Program Director.....Irving S. Hunter
Publicity Manager.....George Chapman
Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts



WIDE

BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

Together with WIDE, WAZL, WHOL, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

ARTHUR A. DETERS
President and Gen. Mgr.

Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Phone Number 4-4566
Air Time.....Full Time
News Service .....AP
Transcription Service.....World
Membership .....NARTB
President.....Victor C. Diehm
Gen., Sta., Comm. Mgr.....Arthur Deters
Asst. Sta. Mgr.....Chris Drivas

WABM

HOULTON—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Phone Number 2257
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Station Manager.....Ted Coffin
Chief Engineer .....Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....4-6921
Air Time.....18 Hours
News Service .....AP
Transcription Serv...Standard, SESAC, World
Representative .....O'Connell, Borgatti
President .....Faust Couture
General-Station Mgr.....John C. Libby
Comm. Mgr.....Oscar J. Normand
Pgm., Pub. Dir.....Herb Fontaine
Chief Engineer.....Herbert Wiles

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business-Studio Address.....129 Lisbon St.
Phone Number 4-5401
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
President, Station Mgr.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Program Director.....Harold W. Dutch
Chief Engineer.....Henry Root

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number 2-0181
Air Time .....Unlimited

News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NARTB, BAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Station Manager.....Linwood T. Pitman
Commercial Manager.....Albert W. Smith
Prog. Dir.....Arthur Owens
Chief Engineer .....Daniel B. Smith

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
Phone Number 2-7423
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP, UP
Representative .....Avery-Knodel
Membership .....NARTB
President.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Commercial Manager.....Richard E. Bates
Pgm., Pub. Dir. .....Francis H. Farnum, Jr.
Chief Engineer.....Roger W. Hodgkins

WPOR

PORTLAND—1946—ABC-YANKEE MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone Number 3-8111
Air Time.....Full Time
News Service .....AP
Representative .....O'Connell, Borgatti
Membership .....BAB, NARTB
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Robert Maynard
Pgm., Pub. Dir.....Raymond Mercier
Chief Engineer.....Roger S. Perry

WAGM

PRESQUE ISLE—1931—MBS YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Phone Number 8821
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
President .....Harry Umphrey
Gen., Sta. Mgr.....Harold D. Glidden
Pgm., Comm. Dir.....Richard B. Marshall
Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.

AMERICAN BROADCASTING COMPANY
YANKEE NETWORK
MUTUAL BROADCASTING SYSTEM
LOBSTER NETWORK

WPORTLAND

1. 25.5% of States' population
2. 37.9% of States' retail sales
3. WPOR is strong on local impact, news, weather, music, sports
4. Growing acceptance — WPOR local business up 106% — national business up 238%

PORTLAND, MAINE

Represented by
NEW YORK — Richard O'Connell
BOSTON — Lou Borgatti
CHICAGO — Hal Holman
PACIFIC COAST — Duncan Scott
HAL MEYER, *President*

Portland's Favorite Station —

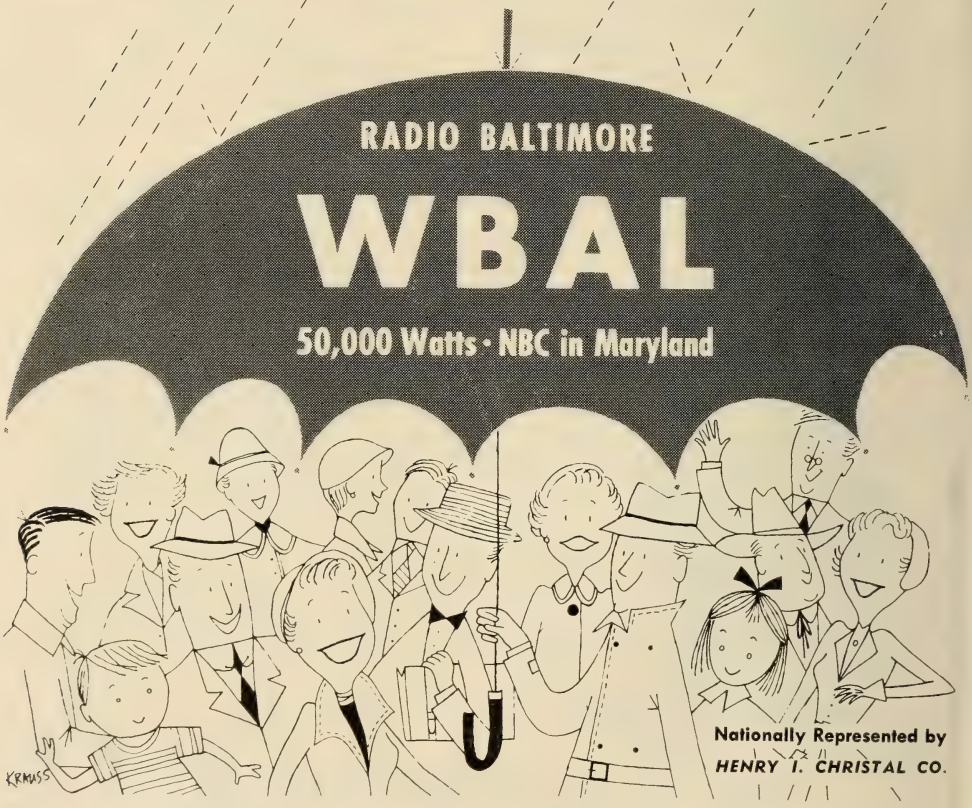
Ask Anyone!

YOU GET MORE

COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY



Address.....493 Main St.
Phone Number.....1600
Air Time.....Full Time
News Service.....UP
Transcription Service.....Standard
Representative.....O'Connell, Borgatti
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Mgr.....Vere B. Crockett
Chief Engineer.....Donald S. Winslow

WRUM

RUMFORD—1953—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Rumford Publ. Co.
Address.....Prospect Ave.
Phone Number.....1057
Representative.....O'Connell
President.....Melvin L. Stone
Gen. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Chief Engineer.....E. J. Tremblay

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number.....2700-1
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....O'Connell, Kettell-Carter
Membership.....NARTB, BAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Mgr.....Harold L. Vique
Program Director.....Fred Preble
Chief Engineer.....Don Sutherland

MARYLAND

Pop. Feb. 1, 1954 (Est.) 2,366,000 — Families 640,000
Radio Homes 612,000 — TV Homes 601,500 — Stations in State 27

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
Phone Number.....Colonial 3-2500
News Service.....UP
Representative.....Pearson, Dora-Clayton
President, General Mgr.....Morris H. Blum
Chief Engineer.....Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....Truxton Heights
Phone Number.....Colonial 3-3211
News Service.....AP
Transcription Service.....World
Pres., Gen. Mgr.....Robert L. Blalock
Program Director.....M. E. Blalock
Chief Engineer.....Stanley C. Leck

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By ....The Capital Bdcstg. Co.
Phone Number.....Colonial 3-2639
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
President.....Albert H. MacCarthy
Station Manager.....Norman Bergholm
Program Director.....Helga Pfefferman
Chief Engineer.....Alan B. Laffler

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By..Hearst Corp. (Radio & TV Div.)
Address.....2610 North Charles St.
Phone Number.....Hopkins 7-3000
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Representative.....Christal
V.P. and Exec. Dir.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering).....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....J. M. Kennedy
Pub. Mgr.....Thomas J. White, Jr.
Chief Engineer.....William C. Bareham

WBMD

BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 5-7095
News Service.....AP
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts

Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone Number.....Mulberry 5-0600
Air Time.....Unlimited
News Service.....AP
Representative.....Paul H. Raymer
Membership.....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Comm., Prom. Mgr.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones

WCBM
BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 5-8400
Air Time.....Full Time
News Service.....AP, INS
Representative.....Taylor
Membership.....NARTB
President, Comm. Manager.....John Elmer
Gen., Sta., Comm. Mgr.....G. H. Roeder
Chief Engineer.....G. Porter Houston

WFBR
BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address.....10 E. No. Ave.
Phone Number.....Mulbuerry 5-1300
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Representative.....John Blair & Co.
Membership.....BAB, NARTB
President.....Robert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones
V.P., & Treasurer.....J. H. L. Trautfelter
V.P. Charge of Adv.....Robert S. Maslin, Jr.
Dir. of Sales, Comm. Mgr. ....Wm. S. Pirie, Jr.
Program Dir.....Bert Hanauer
Chief Engineer.....William Q. Ranft

WITH
BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 9-7808
Air Time.....24 Hrs.
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe
Membership.....BAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Director.....Ellen J. Stoutenberg
Chief Engineer.....James S. Duff

WSID
BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Phone Number.....Saratoga 8250
News Service.....UP
President.....Richard Eaton
Gen., Sta. Mgr.....Marvin Mirvis
Program Director.....Helen Wherley
Chief Engineer.....Cliff Inman

WWIN
BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Phone Number.....Saratoga 7-3555
News Service.....AP
Transcription Service.....Associated
Representative.....Indie Sales
Pres., Gen. Mgr.....Thomasc F. McNulty
Station Manager.....Lenore Feldman
Chief Engineer.....Joseph Sporney

WUST
WASHINGTON—1951

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Address.....1343 You St., Wash., D. C.
Phone Number.....HO 2-0011
News Service.....UP
Representative..Interstate United Newspapers
Pres., Gen. Mgr.....Harold E. Sheffers
Comm., Prom., Pub. Mgr.....Vernon L. Ward
Chief Engineer.....Robert Carnine

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Phone Number.....1580
News Service.....AP
Transcription Service.....World
Pres., Gen. Mgr.....G. P. Richards
Commercial Mgr.....STam Cannon
Station Manager.....Thomas H. Maquire, Jr.
Promotion Mgr.....Anna Flowers
Prog. Dir.....Bette B. Robbins
Chief Engineer.....Arthur Coburn

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....Willam Rd., East of City Line
Phone Number.....5400-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Representative.....Forjoe
President.....Karl F. Steinmann
Gen., Sta. Mgr.....M. Campbell, Jr.
Commercial Manager.....Roy S. Knotts
Sales Prom. Mgr.....Eldred Steinmann
Chief Engineer.....Paul E. Custer

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Md. Bcstng.
Address.....450 Byrd Avenue
Phone Number 5001
Air Time.....Full Time
News Service .....UP
Transcription Service .....Standard
Representative ...Radio Representatives, Inc.
President.....Richard A. Raese
General Manager.....James M. Martinson
Commercial Manager.....Floyd V. Cozad
Pgm., Pub. Dir.....Edwin Meyer
Chief Engineer.....George Sokol, Jr.

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Radio Corp.
Address.....31 Frederick St.
Phone Number 299
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Branham
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Charles E. Smith
Sales Prom. Mgr.....Ray Miller
Pgm. Dir.....Michael Hurst
Publicity Director.....Helen Fike
Chief Engineer.....David W. Jefferies

WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....West Seventh St.
Phone Number.....MOnument 3-4181
Air Time.....5 a.m.-M.
News Service .....AP
President .....Laurence Leonard
General Manager.....Alan W. Long
Program Director.....Evelyn Leonard
Sales Prom. Mgr.....Harold Keats
Chief Engineer.....Howard Fisher

WARK

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Business-Studio Address....128 S. Prospect St.
Phone Number 4500
News Service .....UP
President .....Richard Eaton
General Manager .....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone Number 2323
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative ..... Walker
Membership .....NARTB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm. Mgr.....William H. Paulsgrove
Sales Prom., Pgm. Dir.....Robert Lesher
Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Phone Number.....Havre De Grace 800
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Pgm., Pub. Dir.....Bob Gray
Chief Engineer.....Gerald D. Johnson

WKIK

LEONARDTOWN—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Phone Number.....Greenwood 5-2211
President.....C. E. Springer
General Manager.....J. L. Bittner
Commercial Mgr.....W. C. Redd

WPTX

LEXINGTON PARK—1953—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Patuxent Radio Inc.
Address.....Great Mills Rd.
Phone Number.....Great Mills 2-1031
President.....Harry J. Daly
General Manager.....J. M. Naylor
Program Director.....Lou Douglas

WINX

ROCKVILLE—1948

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Phone Number.....Poplar 2-4357
News Service .....UP
General Manager.....Richard Eaton
Program Director.....Gene Andrews
Chief Engineer.....Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio Park
Phone Number 6131
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World

Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

WGAY
SILVER SPRING—1946

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone Number.....Juniper 9-1050
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB, BAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brechner
Comm., Sales, Prom. Mgr.....Ernest Tannen
Chief Engineer.....Arthur McDougall

WTTR
WESTMINSTER—1953

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address .....Uniontown Road
Phone Number 1171
Vice-Pres., Gen. Mgr.....R. H. Morgan
Commercial Mgr.....E. E. Divers
Chief Engineer.....Charles T. Buffington

WDON
WHEATON—1953

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Commercial Radio Equip.
Address...1319 F. St., N.W., Washington, D. C.
Phone Number.....District 7-1319
Pres., Gen. Mgr.....E. L. Dillard
Commercial Mgr.....James G. Gustafson
Chief Engineer.....E. V. Jurasinski

MASSACHUSETTS

Pop. Feb. 1, 1954 (Est.) 4,738,000 — Families 1,425,000
Radio Homes 1,409,000 — TV Homes 1,190,500 — Stations in State 51

WARA
ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Phone Number.....AT 1-1320
Representative .....Bannan, Walker
News Service .....UP
General Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Charles Lynch

WBMS
BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Shelton
Phone Number.....Copley 7-3005
News Service .....UP
Representative.....Wm. G. Rabeau Co.
President .....John Laux
General Manager.....Norman Furman
Chief Engineer.....Donald Snider

WBZ-WBZA
(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP, INS
Transcription Service .....Thesaurus
Membership .....BAB
Representative.....Free & Peters
President.....Chris J. Witting
Exec. Vice Pres.....J. E. Baudino
Station Manager.....P. E. Mills
Sales Manager.....C. M. Meehan
Promotion Manager.....C. Lud Richards
Program Manager.....Avner Rakov
Chief Engineer.....W. H. Hauser
Publicity Director. .....oseph Cullinane

WCOP
BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....WCOP Bdcstg. Co.
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
News Service.....AP, INS
Transcription Service .....World
Representative .....Bolling
Pres., Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....A. N. Armstrong, Jr.
Chief Engineer.....Roland C. Hale

WEEI
BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales

Membership .....BAB
General Manager.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heerdt, Jr.
Sales Prom. Mgr.....John T. Curry, Jr.
Program Director.....Eugene M. King
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Matheson Radio Co.
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HAncock 6-5500
News Service .....AP
Representative .....John Blair
Membership .....NARTB, BAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager....Alexander M. Tanger
Program Director.....George M. Perkins
Sales Prom. Mgr., Pub. Dir...William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Air Time.....Full Time
News Service .....INS
Transcription Service.....Lang-Worth, SESAC
Pres., Prog. Dir.....John E. Reilly
General Manager.....William S. Pate
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....Marie Mason
Chief Engineer.....William Ferruzzi

WNAC

BOSTON—1937—MBS-YANKEE

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By...Yankee Net. Div., General Teleradio, Inc.
Bus.-Studio Address.....21 Brookline Ave.
News Service.....INS, UP
Representative .....H-R Reps.
President .....Tom O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
Vice President.....George Steffy
Commercial Manager.....Tom Bateson
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Chief Engineer.....L. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....92 State St.
Phone Number.....Lafayette 3-4000
Air Time.....Day Time
News Service .....AP
Representative.....Headley Reed Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Director.....Norm Prescott
Chief Engineer.....John Parker

WVDA

BOSTON—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Vic Diehm Assoc. Inc.
Address .....Hotel Bradford
Phone Number.....Hancock 6-1122
Representative .....Raymer
President .....Vic Diehm
General Manager.....Lambert Beeuwkes
Program Director.....Charles Tarkinson
Promotion Mgr.....Gay Swankin
Chief Engineer.....Kenneth Smith

WVOM

BOSTON-BROOKLINE—1948—KBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Address.....790 Commonwealth Ave.
Phone Number Beacon.2-5650
Air Time.....Full Time
Transcription Service.....Thesaurus
Representative .....Robert Keller
News Service .....UP
V.P., Gen. Mgr.....Benjamin Bartzoff
Commercial Manager.....Ken Strong
Program Director.....James A. Fitzgerald, Jr.
Chief Engineer.....Jerome Bartzoff

WVDA

BOSTON, MASS. ABC

WVDA gives three times the news coverage of any other Boston station and the high calibre reporting of the news is reflective on all stations in the Vic Diehm group.

Together with WVDA, WAZL, WHOL, WHLM, and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President

Rep. PAUL H. RAYMER CO.

WBET
BROCKTON—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number .....Brockton 7062
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Bannan, Colton
Membership .....NARTB, BAB
General Manager.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Director.....William W. Pierce, III
Chief Engineer.....Charles Nowell

WTAO
CAMBRIDGE—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone Number.....Eliot 4-0500
News Service .....AP
Representative .....Indie Sales
President.....Frank J. Lyman, Jr.
General Manager.....F. S. Bailey
Commercial Mgr.....John H. Kimball
Program Director.....Edward Penney

WACE
CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Hotel Bridgeway
Phone Number 6-1323
News Service .....INS
Representative.....Indie Sales, Kettell Carter
Membership .....NARTB, BAB
President .....David Hayes
Sta., Comm., Gen. Mgr. ....Ralph J. Robinson
Chief Engineer.....H. R. Glinka

WALE
FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone Number 4-1400
News Service .....UP
Transcription Service .....World
Representative.....Walker, Bannan
Membership .....BAB
Pres., Gen. Mgr.....George L. Sisson, Jr.
Commercial Mgr.....Madeleine Hamel
Sales Prom. Mgr.....J. Roger Sisson
Program Director.....Ann Kenney
Publicity Director.....Walter Johnson
Chief Engineer.....Roland Berube

WSAR
FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone Number 7-9477
Newspaper Affilitaion.....Herald News, Inc.
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative...Headley-Reed, Kettell-Carter
Membership .....NARTB
President.....Frank W. Miller, Jr.
General Manager.....Lincoln W. N. Pratt
Commercial Manager.....Cornelius Sullivan
Program Director.....Joseph Welch
Chief Engineer.....John Pavao

WEIM
FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number.....Fitchburg 3-3766
Air Time .....Unimited
News Service .....UP
Representative .....Walker
President.....Henry G. Molina, Jr.
Commercial Mgr.....James W. Chalmers
Chief Engineer.....Ted Kalin

WFGM
FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Co.
Address.....455 Main St.
Phone Number 3-4897
Representative .....Rambeau, Bannan
News Service .....UP
Transcription Service .....SESAC
President.....Francis D. Edes
General Manager.....David M. Myers
Sales Prom. Mgr.....Joseph R. Rich
Program Director.....Tal Hood
Chief Engineer.....Donald L. Coleman

WKOX
FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Phone Number.....Framingham 7409
News Service .....UP
Transcription Service .....World
Representative.....Kettell-Carter, Grant Webb
General Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent
Chief Engineer .....Francis Bartol

WGAW
GARDNER—1953—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....KBR Stations of N. E.
Business Number.....3 Pleasant St.
Phone Number 1490
Air Time.....Full Time
News Service .....UP
Representative .....Borgatti, Inc.

President.....W. J. Barkley
General Manager.....Wm. Rust, Jr.
Sta., Comm., Prom. Mgr.....William C. Engel
Chief Engineer.....William Martin

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....354 Main St.
Phone Number 4301-2
Air Time.....Full Time
News Service .....AP
Representative.....Bertha Bannan, Walker
Membership .....BAB, NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Prom. Mgr., Pub. Dir.....Thomas J. Kelly
Program Director.....Ira I. Hewey
Chief Engineer.....Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number.....Haverhill 4-4733
Newspaper Affiliation...Haverhill Gazette Co.
News Service .....UP
Representative .....Kettell-Carter
Membership .....BAB
Pres., Gen. Mgr.....John T. Russ
Station Manager.....Robert I. Kimel
Commercial Mgr.....John J. Kirby
Program Director.....Kenneth Ash
Chief Engineer.....David Cate

WHYN

HOLYOKE-SPRINGFIELD—1941
CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Phone Number.....Springfield 4-1126
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Branham, Weed
Membership .....NARTB, BAB
General Manager.....Charles N. DeRose
Commercial Manager ....Patrick J. Montague
Chief Engineer.....Alexander Paley

WREB

HOLYOKE—1948

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address.....323 High St.
Phone Number 2-3296
Transcription Service .....SESAC
News Service .....AP
Representative .....Lionel Colton
President .....Sigward Holmes
Sta., Pgm. Mgr.....John H. Vondell, Jr.
Commercial Mgr.....Emil R. Werner
News Director.....Warren F. Craig
Chief Engineer.....Dr. Albert King

WCCM

LAWRENCE—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....278 Essex Street
Phone Number.....Lawrence 3-7171-2
News Service .....AP
Representative.....Foster, Indie Sales
Pres., Gen. Mgr.....Geo. H. Jaspert
Comm., Sta. Mgr.....Daniel Ruggles, III
Program Director.....Pete Ward
Chief Engineer.....John David Bodel

WCAP

LOWELL—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
Phone Number 4-0404
News Service .....UP
Representative .....Kettell-Carter
President .....Israel Cohen
Gen., Sta. Mgr.....William J. Warren
Chief Engineer.....Theodore Cohen

WLLH

LOWELL-LAWRENCE—1934
MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell;
Cregg Bldg., Lawrence
Phone Number...Lowell 8715, Lawrnce 2-2148
Air Time.....Full Time
News Service .....UP
Representative .....Bloomberg
President .....Gerald Harrison
Sta. Mgr. .....Dana W. Fitzgerald
Program Director.....Tom Clayton
Commercial Manager .....Haskell Bloomberg
Chief Engineer .....Anthony G. Michaels

WLYN

LYNN—1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
News Service .....UP
President.....Theodore Feinstein
General Manager.....Hank Forbes
Chief Engineer.....Russell Bassett

WHIL

MEDFORD—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.
Phone Number.....Mystic 8-2250
News Service .....UP

Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow
Commercial Mgr.....Joseph Kruger
Sales Prom. Mgr.....Allan Roberts
Chief Engineer.....Sal Fulchino

WBSM

NEW BEDFORD—1949

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Bay State Bcstg. Co.
Address .....Pope's Island
Phone Number 3-1767
Representative .....The Bolling Co.
Membership .....NARTB
News Service .....UP
President.....Joseph P. Duchaine
General Manager.....Otto F. A. Arnold
Commercial Manager.....Richard G. Evans
Chief Engineer.....Brownell Brightman

WNBH

NEW BEDFORD—1921—MBS YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....432 County Sts.
Phone Number 8-5228
Air Time..... Full Time
News Service .....AP
Newspaper Affiliation .....Standard-Times
Representative....Walker Co., Bertha Bannan
Station Manager .....J Thomas Mathers
Commercial Manager.....Arnold Briden
Program Director.....James Gleason
Publicity Director.....Robert Sayre

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number.....MOhawk 3-6567
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....J. Gordon Keyworth
Chief Engineer.....J. Gordon Keyworth

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. .....Power: 250 Watts d.
Owned-Operated By.....Cecil F. Clifton
Address .....20 State Street
Phone Number.....MOhawk 3-5356
News Service .....UP
Transcription Service.....Associated, Cole
General Manager.....Robert E. Dain
Chief Engineer.....Ralph Haneman

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
News Service .....UP
Representative .....Louis Borgatti
President.....John H. Williams
Gen., Sta., Comm.,
Prom. Mgr.....Alexander W. Milne
Program Director.....Joseph T. Fennessey
Chief Engineer.....Harold Schumacher

WBEC

PITTSFIELD—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292
News Service .....AP
Transcription Service .....Capitol
Representative .....Everett-McKinney, Kettell-Carter
President.....L. K. Miller
Gen., Comm., Prom. Mgr..W. Wendell Budrow
Program Director.....Robert Henaberry
Chief Engineer.....Walton Ayer

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Air Time .....Full Time
News Service .....UP
Representative .....Walker, Borgatti
Membership .....NARTB, BAB
President .....Leon Podolsky
General Manager.....Walter Kearsey
Sales Promotion Manager...Robert H. Burbank
Pub., Pgm. Dir.....Edward Merritt
Chief Engineer.....Edward Taffett

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Phone Number.....Mayflower 9-1300
News Service .....UP
Transcription Service .....World
Representative .....Grant Webb
Pres., Gen., Sta. Mgr.....James D. Asher
Commercial Mgr.....James Lee
Chief Engineer.....Fred Lane

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address...49 Washington St.
Phone Number.....Salem 5670
Owner, Comm. Mgr.....J. D. Asher
Pres., Gen., Sta. Mgr.....William C. Asher
Program Director.....Norman Durkee

WBZA-WBZ

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN
(See Boston Listing)

WJKO

SPRINGFIELD—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address .....137 State St.
Phone Number 2-7487
News Service .....UP
Representative .....Gill, Perna
Gen. Mgr., Pgm. Dir.....C. M. Manitsas

WMAS

SPRINGFIELD—1932—MBS
YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone Number.....Springfield 7-1414
News Service .....UP
Representative .....H-R Reps
Membership .....NARTB
President .....Gerald Harrison
Sta., Comm. Mgr.....Robert Donahue
Pgm., Pub. Dir.....Paul Peltier
Chief Engineer.....John Michnovez

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business Address.....63 Chestnut St.
Phone Number 2-4181
Air Time.....Full Time
News Service .....AP
Representative .....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Alan C. Tindal
Commercial Manager.....J. H. Ferguson, Jr.
Sales Prom. Mgr., Prog. Dir....Milton R. Slater
Chief Engineer.....George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Silver City Bcstg. Co.
Address .....174 Broadway
Phone Number 4-7528
News Service .....UP
President.....J. Marshall McGregor
General Manager.....James Milton Hammond
Sta. Mgr., Prog. Dir.....Joseph G. Quill
Chief Engineer..... Lawrence Prado

WCRB

WALTHAM—1948

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....834 Main St.
Phone Number.....Wa 5-7080
News Service .....UP
Representative .....Bannan
Membership .....BAB
President, Gen. Mgr.....Theodore Jones
Sales Prom. Mgr.....William J. Fitzpatrick
Program Director.....David B. Tucker
Chief Engineer.....Thomas J. Shea

WARE

WARE—1945

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Central Bdcstg. Co.
Business-Studio Address.....Ware
Phone Number.....Ware 1250
Air Time .....Daytime
News Service .....AP
Transcription Service.....Lang-Worth
President.....John B. Poor
General Manager.....William R. Sweeney
Chief Engineer.....David R. Pryce

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Telecolor Corp.
Address.....34 Sylvan St.
News Service .....INS
Transcription Service .....World
Representative .....Walker
Pres., Gen. Mgr.....L. A. Reilly
Commercial Manager ....Holland D. Cameron
Oper.. Mgr., Chief Engr.....J. L. Spates

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons
Address.....South Sea Avenue
Phone Number.....Hyannis 502
Representative.....Walker, Bertha Bannan
President .....Basil Brewer
Commercial Mgr.....Paul Stiles
Program Director.....Joyce Johnson
Chief Engineer.....Frank L. Lynch

WAAB

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc.....Power: 5000 Watts
Owned by .....WAAB, Inc.
Business-Studio Address ....34 Mechanic St.
Phone Number 2-5611
Air Time.....Full Time
News Service .....AP
Representative.....George P. Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Gorge F. Wilson
Commercial Mgr.e.....Wayne Teeter
Sales Prom. Mgr.....Robert Krieger
Program Dir. .....Don Stevens
Chief Engineer.....George Capalbo

This Is What WWJ Coverage Of The Detroit Market Means:

WWJ Primary Listening Area covers 1,490,000 radio homes, and 5,330,000 people who spend $6,031,000,000 annually in retail stores.

WWJ *today covers 425,000 more people than in 1951 . . . 227,500 more radio homes . . . and an area that does $1,257,000,000 more retail business.*

WWJ covers 69% of Michigan's total population and total retail sales . . . and centers its sales efforts on a market that is first among the nation's major markets in retail sales per family, in factory wage rates, in drug and automotive sales per family.

WWJ *covers the world's greatest car-radio audience . . . nearly one million passenger cars that are driven a total of 15 million miles, to and from work EACH DAY, within Metropolitan Detroit.*

WWJ covers 33 years of broadcasting, during which it has received radio's highest merit awards. Its programming leadership and community prestige make WWJ the ACCEPTED station of the nation's selective advertisers, in the richest market concentration of family buying power.

The time to sell Detroit is now . . .
the station is . . .

WWJ AM-FM

Basic NBC Affiliate

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

WNEB
WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Address.....405 Main St.
Phone Number 6-4672
News Service .....UP
Representative .....Bolling
President.....Paul C. Lytle
Gen. Mgr.....John J. Hurley
Commercial Mgr.....Edward T. McCann, Jr.
Program Director.....Thomas J. Decker
Chief Engineer.....Vernon P. Wilson

WORC
WORCESTER—1925—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Worcester
Business-Studio Address.....4 Walnut St.
Phone Number 5-3101
Representative .....Headley-Reed
President.....C. George Taylor
General Manager.....Kenneth M. Cooper
Comm. Mgr.....Thomas M. Donlin
Chief Engineer.....Carroll Philbrook

WTAG
WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Air Time.....Full Time
Newspaper Affiliation.....Telegram & Evening Gazette
News Service .....AP
Transcription Service .....Associated
Representative.....Henry L. Christal Co.
Membership .....NARTB, BAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Vice Pres., Sta. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager.Bernard J. La Plante
Prod., Pgm. Dir.....A. J. Brissette
Publicity Director.....John Hiser
Chief Engineer.....E. A. Browning

MICHIGAN

Pop. Feb. 1, 1954 (Est.) 6,700,000 — Families 1,920,000
Radio Homes 1,916,000 — TV Homes 1,427,500 — Stations in State 70

WABJ
ADRIAN—1947

Frequency: 1500 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
Phone Number 9000
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, BAB
Owner .....James Gerity, Jr.
General Manager .....O. Wm. Myers
Commercial Manager.....David L. Norton
News, Pgm. Dir. .....Larry Payne
Chief Engineer .....Elwood Brown

WALM
ALBION—1952

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Hawes Bldg.
Phone Number 5065
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Hil F. Best
President.....J. C. Bedient
General Manager.....M. H. Wirth
Program Director.....Lewis Shroyer

WFYC
ALMA—1948

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
Phone Number 157
News Service.....UP
Trans. Service .....Lang-Worth, World
President.....L. R. Kamperman
V.P., Gen. Mgr.....Robert W. Cessna
Chief Engineer.....Harold Frisby

WATZ
ALPENA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number 1049
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
General Manager.....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV
ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Business Address.....4230 Packard Rd.
Phone Number 2-4573
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
President.....J. F. Hopkins
General Manager.....Steve Filipiak
Com. Mgr.....James H. Hopkins
Chief Engineer.....James Allen

MUTUAL

CKLW

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

COMPARE the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

SOON
CHANNEL 9
This Region's Most Powerful TV Station
325,000 Watts

CKLW covers a 15,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adam J. Young Jr., Inc.
National Representative

Guardian Building ***Detroit 26, Mich.***

J. E. Campeau, Pres.

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone Number 2-5517
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Membership .....NARTB
President.....Arthur E. Greene
Gen. Sta. Manager.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Chief Engineer.....D. N. Bowdish

WLEW

BAD AXE—1950

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....Port Huron Bdcstg. Co.
Address.....935 S. Van Dyke Rd.
Phone Number 1010
Representative .....Gill, Perna
Transcription Service .....Standard
News Service .....UP
Gen. Mgr.....John Wismer
Station Manager.....Jim Muehlenbeck
Prog. Dir.....Dick Estell
Chief Engineer.....Don Clotier

WBCK

BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....402 Security Natl. Bank Bldg.
Phone Number.....WO 3-5555
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
P es., General Manager.....Robert H. Holmes
Program Director.....E. F. Cahill
Chief Engineer.....Robert Willbur

WELL

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number.....Woodward 4-7173
Air Time .....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Membership .....NARTB, BAB
General Manager.....Dan E. Jayne
Comm. Mgr., Pgm. Dir.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number 7551-2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....BAB
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
Chief Engineer.....Ralph H. Carpenter

WHFB

BENTON HARBOR—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Add ess .....Fairplain Ave.
Phone Number 5-2113
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB
President .....Stanley R. Banyon
Gen., Sta. Mgr. .....J. P. Scherer
Commercial Manager .....Ted Vernasco
Program Director .....John Pershing Chase
Chief Engineer .....Munson Robinson

WBRN

BIG RAPIDS—1953

Frequency: 1460 Kc.....Power: 500 Watts d.

WELL

BATTLE CREEK

Battle Creek's top-rated station

and the best buy because...

- *28 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by

ROBERT MEEKER ASSOCIATES, INC.

521 — 5th Avenue

New York City

250W • 1400

WELL

MICHIGAN'S
MOST POWERFUL
TELEVISION
STATION

American
Broadcasting
Company

wxyz·tv

CHANNEL 7
DETROIT

represented
nationally
by Blair-TV

THE RADIO STATION OF
SALES PERSONALITIES

American
Broadcasting
Company

wxyz·radio

1270 KC.
DETROIT

represented by
John Blair & Co.

Owned-Oper. By.....Paul A. Brandt
Address.....13804 Northland
Phone Number 648
News Service .....AP
Transcription Service.....Langworth, SESAC
Representative .....Holman
Gen., Comm. Mgr.....Spencer Denison

WATT

CADILLAC—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....P. O. Box 219
Phone Number.....PR 5-7831
News Service .....AP
Transcription Service.....SESAC, KBS
Representative .....Hal Holman
President .....Les Biederman
Station Manager.....Art Nyhus
Sales Manager.....M. L. Chandler
Chief Engineer.....Bill Kiker

WTVB

COLDWATER—1949

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Phone Number 1230
News Service .....AP
Trans. Service.....World, Thesaurus, Cole
Representative.....Hil F. Best
Membership .....BAB
President .....George Hosek
Gen., Stat. Mgr., Chief Eng..E. Harold Munn, Jr.
Somm., Sales Prom. Mgr...James C. Macklem

CKLW

DETROIT-WINDSOR—1932—MBS

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.
Business Address..3300 Guardian Bldg., Det.
Phone Number.....Woodward 1-7200
Air Time.....24 Hrs.
News Service .....INS, UP
Transcription Service.....World, Thesaurus
Representative.....All Canada Facilities, Adam J. Young, Jr.
Membership .....NARTB
President, General Mgr.....J. E. Campeau
Commercial Manager.....E. Wilson Wardell
Program Director.....S. C. Ritchie
Publicity Director.....Art Gloster
Chief Engineer.....W. J. Carter

(*See Page* 452)

WJBK

DETROIT—1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....TEmple 3-7900
Air Time .....24 Hours
News Service .....INS
Representative .....Katz Agency
Membership .....NARTB, BAB
President.....George B. Storer
Vice-Pres., Managing Dir.....Gayle V. Grubb
Commercial Manager.....Harry Lipson
Sales Prom. Mgr.....Kenneth H. Boehmer
Program Director.....Richard Fischer
Chief Engineer .....Paul O. Frincke

WJR

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address .....Fisher Bldg.
Phone Number .....Trinity 5-4440
Air Time .....24 Hours
News Service .....AP, INS, UP
Trans. Service.....Thesaurus, World
Representative.....Christal, Radio Time Sales
Membership .....NARTB, BAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sec'y-Treas.....William G. Siebert
Advt. & Pub. Rel. Dir.....James Quello
Sales Manager.....Elmer O. Wayne
Program Director .....Franklin Mitchell
V.P. in charge of News.....George Cushing
V.P. in chge of Engr. .....George Leydorf

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address .....615 W. Lafayette
Phone Number .....WOodward 2-2000
Newspaper Affiliation.....“Detroit News”
Air Time.....5:30 a.m.-1 a.m.
News Service .....AP, UP
Trans. Serv. .....Lang-Worth & Thesaurus
Representative ...George P. Hollingberry Co.
Membership .....NARTB
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
General Program Mgr. .....M. C. Wissman
Public Affairs Manager .....James Eberle
Commercial Mgr.....Thomas Warner
Business Mgr.....Henry C. Rogers
Chief Engineer.....E. J. Love

(*See Page* 450)

WXYZ

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number .....WOodward 3-8321
Air Time .....6:30 a.m.-1 a.m.
News Service.....AP, INS
Representative .....John Blair
President.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Prom. Mgr.....Robert Baldrica
Chief Engineer .....Charles Kocher

WJLB

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.

Business Address.....Broderick Tower
Phone Number .....WOodward 5-2000
News Service .....AP
Membership .....BAB, NARTB
Representative .....Forjoe
Pres., Gen. Mgr. .....John L. Booth
Commercial Mgr.....Eric V. Hay
Chief Engineer.....Edward H. Clark

WKMH

DETROIT—1946

Frequency: 1310 Kc.....Power 5000 Watts d., 1000 n.
Owned-Operated By.....WKMH, Inc.
Address .....WKMH Bldg.
Phone Number.....Tiffany 6-8500
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Headley-Reed
Membership .....NARTB, BAB
Pres., Sta., Gen. Mgr. .....Fred A. Knorr
Commercial Mgr.....George M. Miller
Chief Engineer.....Jerrold Martin

WDBC

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....P. O. Box 419
Phone Number 3190-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Walker
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....Robert Wagner
Sales Prom., Pub. Dir.....Wm. J. Duchawe
Chief Engineer.....Henry C. Olsen

WESK

ESCANABA—1953—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....712½ Ludington St.
Phone Number 3750
News Service .....UP
Representative .....Clark
President.....William E. Walker
General Manager.....Barclay Conley
Commercial Manager.....Lee Morrison
Program Director.....Paul Ryan
Chief Engineer.....Alister Alexander

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations,
Bus.-Studio Address.....3076 E. Bristol Rd.
Phone Number.....Detroit, Woodward 2-0220; Flint, 9-8686
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative .....Weed
Membership .....BAB
President.....John Lord Booth
Gen., Comm. Mgr.....W. Gerard Schroeder
Program Director.....Edward Berryman
Chief Engineer.....G. Elwood Ryan

WFDF

FLINT—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Phone Number 2-7158
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....Harry M. Bitner, Sr.
Gen., Sta. Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Publicity Director.....Donald Wyant
Chief Engineer.....Gerald Wolpert

WKMF

FLINT—1952

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....WKMF, Inc.
Address.....1623 Utica Ave., Tulsa, Okla.

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Phone Number 3-5112
Air Time .....Daytime
Representative ..... Best
President .....Herbert Hausser
General Manager.....William H. Morford
Commercial Manager.....Richard Carter
Chief Engineer.....Homer Blumerich

WTAC

FLINT—1946—ABC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg.
Business-Studio Address.....2302 Lapeer St.
Phone Number 2-1136
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....BAB
President.....George W. Trendle
General Mgr.....H. Allen Campbell
Station Manager.....J. R. McKinley
Program Dir.....Laurence Arnold
Chief Engineer.....James A. Gimbel

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone Number.....Traverse City 2700
Representative .....Holman
News Service .....AP
Pres., Gen. Mgr.....Les Biederman
Station Manager.....C. O. Reed
Commercial Mgr.....Robert Fritz
Program Director.....Kenn Haven
Chief Engineer.....William Kiker

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Ga.field Ave., S.W.
Phone Number.....Gl. 6-9541
Air Time .....Sunrise-sunset
News Service .....UP
Representative .....McGillvra
Pres., Gen., Sta. Mgr. .....William Kuiper
Commercial Manager.....H. J. Swierenga
Program Director.....H. Van Dyke
Chief Engineer.....Jack Timmer

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone Number 9-4111
Air Time.....6 a.m.-local sunset
News Service .....AP
Representative .....G.ll Perna
Pres., Gen. Mgr.....Paul F. Eichhorn
Sales Prom., Prog. Dir.....Glenn LePard
Chief Engineer.....Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address .....Pantlind Hotel
Phone Number .....Glendale 6-8512
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....John E. Fetzer
Sta.. Comm. Mgr.....Martin Giaimo
Managing Director.....Carl E. Lee
Dir. of Public Affairs ....Dr. Willis F. Dunbar
Chief Engineer.....Bruce Glycadgis

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
Phone Number.....GLendale 6-5461
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership ..... BAB
President.....Leonard A. Versluis
Vice-Pres. & Gen. Mgr.....Hy M. Steed
Chief Engineer.....Lee Stevens

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address ..1408 Grand Rapids Natl. Bank Bldg.
Phone Number 9-4125
Air Time .....5:30 a.m.-1 a.m.
News Service .....AP
Representative .....Katz Agency
Membership .....NARTB, BAB
President .....H. M. Bitner, Sr.
Gen., Sta. Mgr.....Willard Schroede:
Commercial Mgr.....Arthur M. Swift
Program Director .....Frank Sisson
Publicity Director.....John Dragomier
Chief Engineer.....Louis Bergenroth

WHTC

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business-Studio Address..Hotel Warm Friend Tavern
Phone Number 9482
Air Time.....Full Time
News Service .....AP
Transc. Serv....World, Lang-Worth, Thesaurus
Representative .....Best
President .....W. A. Butler
General Manager.....Sandy Meek
Program Director.....William Gargano
Chief Engineer.....John Klungle

WHDF

HOUGHTON—1929—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Douglass Hotel
Phone Number.....Houghton 1
Air Time.....7 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Pgm. Pub. Dir.....Earl Norten
Chief Engineer.....George L. Burgan

WION

IONIA—1953

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
Phone Number 1537
News Service .....AP

Representative .....Best
Transcription Service .....Thesaurus
Owner .....Monroe MacPherson
Gen., Comm. Mgr.....Al La Guire
Program Director.....W. M. MacPherson
Promotion Mgr.....Donald Seaman
Chief Engineer.....J. Irving Grove

WMIQ

IRON MOUNTAIN—1947
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number 2031
President.....Frank J. Russell
General Manager.....Russell J. Staffeld
Commercial Manager.....William C. Johnson
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Phone Number 102-3
Transcription Service .....Thesaurus
Representative .....Walker
President.....H. H. Frailing
General Manager.....James F. Kauper
Program Director.....Len Johnson
Chief Engineer.....Lester Patten

WJMS

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number 20
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President.....William L. Johnson
Station Manager.....Donald R. Hoover
Program Director.....Laura Johnson
Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number 1892
Air Time.....7 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....J. P. Deegan
Program Director .....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Address.....2511 Kibby Road
Phone Number 6121
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Forjoe
Transcription Service..Thesaurus, Lang-Worth
President .....Roy Radner
Station Manager.....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Chief Engineer.....Charles Wirtanen

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By...Jackson Bcstng. & Tele. Corp.
Address .....441 Wildwood
Phone 4-7181
Air Time .....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Pres., Gen. Mgr.....Fred A. Knorr
Station Manager.....Walter Patterson
Sales Prom. Mgr.....John O. Gilbert
Program Director.....Richard Schueler
Chief Engineer.....Paul Wright

WKMI

KALAMAZOO—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number 4-0111
News Service .....UP
Representative.....Young, Mich. Spot Sales
Pres., Comm. Mgr.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Chief Engineer.....Carl Stephens

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number 3-1223
Air Time ..... 6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Sales Service Director.....John W. O'Harrow
Program Director.....Charles T. Lynch
Managing Director.....Carl E. Lee
Chief Engineer.....Arthur E. Covell

WILS

LANSING—1946

Frequency: 1320 Kc....Power: 5000 Watts d.-1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number 2-1655
News Service .....AP
Transcription Service .....Langworth
Representative.....O. L. Taylor
Membership .....NARTB
Pres., Gen. Mgr.....W. A. Pomeroy
Asst. Mgr., Chief Eng.....John C. Pomeroy
Commercial Manager.....Walter L. Dennis
Sales Prom. Mgr., Publ. Dir....Walter Braeger
Program Director.....James Pollock

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WJIM, Inc.
Bus.-Studio Address ...Bank of Lansing Bldg.
Phone Number 2-1333
Air Time.....Full Time
News Service .....UP
Representative .....H-R Reps., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Harold F. Gross
V.P., Gen. Mgr.....Willard E. Walbridge
V.P., Prog. Dir.....Howard K. Finch
Chief Engineer.....C. E. Wallace

WKLA

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ludington Bcstg. Co.
Address .....204 East Ludington Ave.
Phone Number 1450
Transcription Service .....UP
Representative ..... Burn-Smith
Pres., Gen. Mgr.....Raymond A. Plank
Commercial Mgr.....Don Hack
Program Director.....C. J. Hagerman

WMTE

MANISTEE—1951

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address .....Box 332
Phone Number 1340
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Best
President.....Dr. T. H. Manwell
General Manager.....Stephen Cole
Commercial Manager.....Edward Owens
Sales Prom. Mgr.....Mush Hansen
Program Director.....Lucille Blake

WDOG

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Address.....5300 Marine City Hway.
Phone Number.....Rockwell 2-1111
News Service .....INS
President .....Jerry Coughlin
General Manager.....Jack Hazlett
Sales Prom., Pub. Dir.....Harry Coughlin
Chief Engineer.....J. R. Duryea

WDMJ

MARQUETTE—1931—MBS
KBS—NORTHERN

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address.....Mining Jnl. Bldg.
Phone Number 616
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Leo G. Brott
Station Manager.....E. W. Wallace
Commercial Manager.....Robert Luke
Chief Engineer.....Gordon Brozek

WMAW

MENOMINEE—1952—ABC

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Address.....960 1st St.
Phone Number 4651
News Service .....UP
Transcription Service...Langworth, Thesaurus
Representative .....Pearson
General Manager.....Martin Geertz
Chief Engineer.....Robert Reimers

WMDN

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Transmitter Address.....298 S. Sweede Rd.
Phone Number .....Temple 9-9988
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
President.....Phillip T. Rich
Gen., Comm. Mgr.....Jerry Breen
Program Director.....Tom Matthews
Chief Engineer.....Peter A. Wolf

WCEN

MT. PLEASANT—1949

Frequency: 1150 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By .. ..Paul A. Brandt
Address .....112½ E. Bway
Phone Number 33-171, 21-501
News Service .....AP
Trans. Serv.....SESAC, Standard
President.....Paul A. Brandt
Program Director.....Jim Bailey
Chief Engineer.....Peter Fronezak

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone Number 2-6051
Air Time.....5:30 a.m.
News Service .....AP
Trans. Serv. .....Thesaurus
Representative .....Meeker
Membership .....NARTB
Pres., Gen. Mgr.....Arch Shawd
Program Director.....W. L. Trap
Publicity Director.....B. L. Bennett
Chief Engineer.....George Krivitzky

WKNK

MUSKEGON—1949—MBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nicholas W. Kuris
Address .....Federal Square
Phone Number 32126
News Service .....UP
Representative .....Best
President.....Nicholas W. Kuris
Program Director.....Evelyn Johnson
Chief Engineer.....P. L. Reynolds

WMUS

MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Phone Number 4-1672
Air Time .....Daytime
News Service .....AP
President.....R. Bunker Rogoski
Station Manager.....Harley Lucas
Program Director.....Bob McKendrick
Chief Engineer.....Sam Lombardi

WOAP

OWOSSO—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Phone Number 980
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr.....Merrill Walker
Chief Engineer.....Fran Bowles

WMBN

PETOSKEY—1946—MBS-BUNYAN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
President .....Les Biederman
Station Manager.....Ralph Pierson
Commercial Mgr.....Merton Carter
Program Director.....Kenn Haven
Chief Engineer.....William Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Address.....2146 S. Telegraph Rd.
Phone Number.....Federal 3-7141
News Service.....AP, INS
Transcription Service .....Associated
Representative.....John E. Pearson
Pres., Gen. Mgr.....H. Y. Levinson
Commercial Manager.....William G. Lenhard
Chief Engineer.....Wayne N. Cook

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone Number .....Yukon 28536
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....World, Standard, Langworth
Representative .....Gill-Perna
Membership .....NARTB
Gen., Sta., Comm. Mgr.....John F. Wismer
Comm., Prom. Mgr.....John L. Shepard
Program Director.....Ned S. Hubbell

WTTH

PORT HURON—1947—ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....606 Water St.
Phone Number.....Yukon 5-5171
News Service .....AP
Trans. Serv.....Standard, Thesaurus
Representative .....Weed & Company
General Manager.....Wm. L. Weil
Commercial Manager.....Gaylord H. Forbes
Program Director.....Dick Sommerville
Chief Engineer.....Kenneth Kunze

WHAK

ROGERS CITY—1949

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone Number 7751
News Service .....UP
Transcription Service.....Lang-Worth
Pres., Gen., Mgr., Chief Engr..Harvey A. Klann
Prom., Comm. Mgr. .....Albert Klann
Program Director.....H. E. Brege

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.

Phone Number.....Jordan 4-6523
News Service.....AP, INS
Pres., Gen. Mgr.....Jacob B. Sparks
Program Director.....Gordon A. Sparks
Sales Manager.....Ernest Holder
Chief Engineer.....Garnet G. Sparks

WKNX
SAGINAW—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
Phone Number 3-4471
News Service .....UP
Representative .....Gill-Perna
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Sales Prom. Mgr.....Henry Scott
Program Director.....Robert Dyer
Chief Engineer .....Max W. Thomas

WSAM
SAGINAW—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Saginaw Bdcstg. Co.
Address.....2435 Holland Ave.
Phone Number 2-8161
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Headley-Reed Co.
Membership .....NARTB
President.....Milton L. Greenebaum
Commercial Mgr.....William Lofback
Program Director.....Richard Hallwood
Chief Engineer.....Orin Nordenskjold

WSGW
SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....700 Buhl Bldg., Detroit
Phone Number 3-4456
Representative .....Pearson
Transcription Service.....NBC Thesaurus
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
Vice-Pres. & Gen. Mgr.....Robert W. Phillips
Prog., Pub. Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO
SAULT STE. MARIE—1940
ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Phone Number.....Melrose 2-2231
News Service .....AP
Transcription Service.....Thesaurus, SESAC
President, General Manager..Stanley R. Pratt
Commercial Mgr.....Richard Y. Burnett
Program Director.....Ed Krieger
Chief Engineer.....William F. Morris

WSTR
STURGIS—1951

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By.....WSTR, Inc.
Address.....P. O. Box 67
Phone Number 1199
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Hil B. Best
Membership .....BAB
President.....Dr. Clarence H. Snyder
General Manager.....E. Harold Munn Jr.
Chief Engineer.....William S. Miller

WTCM
TRAVERSE CITY—1941
MBS—BUNYAN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone Number 2700-1
Representative .....Hal Holman Co.
General Manager.....Les Biederman
Commercial Manager.....R. E. Detwiler
Program Director.....Kenn Haven
Chief Engineer.....W. H. Kiker

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MINNESOTA

Pop. Feb. 1, 1954 (Est.) 3,127,000 — Families 940,000
Radio Homes 917,000 — TV Homes 439,000 — Stations in State 47

KASM
ALBANY—1950

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone Number 1150
News Service .....UP
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Commercial Mgr.....Arthur Boss
Chief Engineer.....Dale Howard

KATE
ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone Number 2338
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, BAB
President.....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Program Director.....Marie Prossec
Chief Engineer .....Robert Holt

KXRA
ALEXANDER—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Phone Number 1000
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Lawson
General Manager.....R. C. Brown
Commercial Manager....Everette Q. Walters
Chief Engineer.....Kenneth Olson

KAUS
AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number 8836
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Program Director.....Tom Steensland
Sales Prom. Mgr.....Ken Soderberg
Chief Engineer.....Glen Klein

KBUN
BEMIJI—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone Number 1900
News Service .....UP
Transcription Service .....SESAC
Representative .....Lawson
Pres., Gen. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief Engineer.....Delwyn Grage

KLIZ
BRAINERD—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....E. Oak St.
Phone Number 2853
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
President, General Manager.....E. T. O'Brien
Sta., Comm., Prom. Mgr.....Earl R. Johnsen
Chief Engineer.....James Peterson

KBMW
BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.
Address....519 Dakota Ave., Wahpeton, N. D.
Phone Number 2-5567-8
News Service .....UP
Transcription Service .....Standard
General Manager.....H. M. Griffith
Commercial Manager.....Geo. Kaufman
Program Director.....Clayton Kulseth
Chief Engineer.....Harold Unkenholz

WKLK
CLOQUET—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address.....124½ Ave. C.
Phone Number 1450
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Dale R. Peterson
Commercial Manager.....Richard A. Rall
Sales Promotion Manager.....Beverly Norgren
Chief Engineer.....Darrel Gander

KROX
CROOKSTON—1948

Frequency: 1260 Kc. ...Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.

Phone Number 1050
News Service .....UP
Transcription Service.....Thesaurus, World
Representatives ..Donald Cook, Gene Grant, Lawson & Assoc.
President.....Jerome A. Dahlberg
General Manager.....William J. Kiewel

KDLM

DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1360 Richwood Rd.
Phone Number 1100
News Service .....AP
Transcription Service .....World
Representative .....Lawson
President.....R. C. Brown
General Manager.....Gordon Hutton
Commercial Manager.....Phil Solberg
Chief Engineer.....Eric Munro

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number 2-2628
Air Time .....24 Hours
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Dalton Le Masurier
Sta., Comm. Manager.....Odin S. Ramsland
Sales Prom. Mgr.....Dale Cowle
Program Director.....Jack Gordon
Chief Engineer.....Robert A. Dettman

WEBC

DULUTH—1924
NBC-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number 2-2873
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Hollingbery
President .....Morgan Murphy
General Manager.....W. C. Bridges
Station Manager.....Clifford J. Lue
Program Director.....Michael J. Flaherty
Chief Engineer.....Norman Gill

WEVE

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Phone Number 1340
Transcription Service .....Standard
Representative .....Orville Lawson
President .....Carl Bloomquist
General Manager .....Arthur F. Nelson
Program Director.....Robert Daniels
Chief Engineer.....Joe Cerar

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Fairmont Bdcstg. Co.
Address .....306 North Park St..
Phone Number 1370
News Service .....AP
Representative .....Rambeau
Trans. Serv. .....Thesaurus
President .....Leo J. Seifert
General Manager .....Frank Endersbe
Program Director.....James L. Barkley
Chief Engineer.....Lawrence Lawson

KDHL

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone Number 2312
News Service .....AP
Transcription Service .....Capitol
General Mgr.....Herbert H. Lee
Commercial Mgr.....Palmer Dragsten
Chief Engineer.....John E. Hyde, Jr.

KGDE

FERGUS FALLS—1926
MBS-GREAT NORTHERN

Frequency: 1250 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number 6996
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Walker
Membership .....NARTB
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Station Manager.....N. C. Haagenson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone Number 198
Air Time.....6:30 a.m.-11 p.m.
Membership .....BAB, NARTB
Pres., General Manager....Robert D. Kennedy
Program Director.....Bud Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....5th & Howard
Phone Number 3-7531

News Service ..... UP
Transcription Service ..... World, SESAC
Representative ..... George P. Hollingbery
President ..... Morgan Murphy
General Manager ..... W. C. Bridges
Commercial Mgr. ..... Oscar H. Peterson
Program Director ..... Ruth E. Coe
Chief Engineer ..... Norman Gill

KDUZ

HUTCHINSON—1953

Frequency: 1260 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ... McLeod County Bbstg. Co.
Address ..... Radio City
Phone Number 1555
General Manager ..... Albert Tedesco
Partners ..... Victor Tedesco, Nicholas Tedesco
Commercial Mgr. ..... Hienz Fruck
Program Director ..... Ted Hanson
Promotion Mgr. ..... Howard Nordine
Chief Engineer ..... Darrel Gander

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Little Falls Bcstg. Co.
Address ..... 105½ Broadway E.
Phone Number 367
News Service ..... UP
Transcription Service ..... World
Pres., Gen. Mgr. ..... John H. Lemme
Station Manager ..... Jack J. Nugent
Commercial Manager ..... Richard J. Rudeck
Program Director ..... Sumner Sabean

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Minnesota Valley Bcstg. Co.
Address ..... Box 550
Phone Number 4537
Air Time ..... Full Time
News Service ..... UP
Representative ..... Pearson
President ..... H. W. Linder
Gen., Sta. Manager ..... D. O. Linder
Chief Engineer ..... Steve Wolf

KYSM

MANKATO—1938
NBC-NORTHWEST

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... F. B. Clements & Co.
Phone Number 4673
Air Time ..... 6 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Meeker
Membership ..... NARTB, BAB
Gen.-Station-Comm. Mgr. ..... John F. Meagher
Sales Promotion Manager ..... Bob DeHaven
Program Director ..... Gene Bouchier
Publicity Director ..... Bob Cosgrove
Chief Engineer ..... James Houts

KMHL

MARSHALL—1946—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Harry W. Linder
Business-Studio Address ..... KMHL Bldg.
Phone Number 2282
Air Time ..... 6 a.m.-M.
News Service ..... UP
Representative ..... John E. Pearson
Owner ..... Harry W. Linder
General Manager ..... Gilmore F. Frayseth
Program Director ..... Ben Dickmeyer
Chief Engineer ..... Russ Nelson

KEYD

MINNEAPOLIS—1948

Frequency: 1440 Kc. ..... Power: 5000 Watts d.
Owned-Operated By ..... Family Bcstg. Corp.
Business-Studio Address ..... 15 N. Ninth St.
Phone Number ..... Lincoln 8451
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Rambeau
Membership ..... NARTB, BAB
President ..... Henry Klages
Sta., Gen. Mgr. ..... Lee L. Whiting
Chief Engineer ..... Harvey V. Headen

WCCO

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc. ..... Power: 50,000 Watts
Owned By ..... Midwest Radio-Television, Inc.
Business-Studio Address .... 625 Second Ave. S.
Phone Number ..... Main 1202
Air Time ..... 5 a.m.-1 a.m.
News Service ..... AP, UP, INS
Transcription Service ..... Lang-Worth
Representative ..... CBS Radio Spot Sales
Membership ..... BAB
President ..... F. von Konyenburg
General Manager ..... Larry Hoeg
Sales Manager ..... Phil Lewis
Sales Prom., Mgr. ..... C. H. Smith
Program Director ..... Bob McKinsey
Publicity Director ..... Fred Heywood
Chief Engineer ..... J. J. Beloungy

WDGY

MINNEAPOLIS—1923

Frequency: 1130 Kc. .. Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By ..... Twin Cities Bcstg. Corp.
Business-Studio Address ..... Hotel Nicollet
Phone Number ..... Bridgeport 2271
News Service ..... UP
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Clarence T. Hagman
Commercial Manager ..... Samuel N. Nemer

Program Director.....Don O'Brien
Chief Engineers.....Kenneth Olson, Kenneth Larson

WLOL

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By ...Independent Bcdstg. Co.
Business-Studio Address..1730 Hennepin Ave.
Phone Number...ATlantic 0406, MIdway 4043
Air Time .....Unlimited
News Service .....UP
Representative.....A. M. Radio Sales
President.....Ralph L. Atlass
Gen., Sta. Mgr.....Marvin L. Rosene
Commercial Mgr.....Wayne "Red" Willams
Prom., Pgm. Dir.....Edward L. Wiebe
Publicity Director.....Kay Runyon
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork

WPBC

MINNEAPOLIS—1949

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....People's Bdcstg. Co.
Address .....1133 Stinson Blvd
Phone Number ....Granville 4356, Prior 3181
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer, Inc.
Pres., Gen., Sta. Mgr.....W. V. Stewart
Commercial Manager.....Merle Forland
Pgm., Pub. Dir.....Becky Ann Stewart
Chief Engineer.....Clinton Barstad

WTCN

MINNEAPOLIS-ST. PAUL—1935 ABC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Minnesota Television Public Service Corp.
Business-Studio Address.....2925 Dean Blvd.
Phone Number.....Mohawk 9-6771
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Blair
President .....Robert Butler
General Manager.....Edward G. Smith
Commercial Manager.....Kendall M. Light
Program Director.....Judy Bryson
Chief Engineer.....Myron N. Fleming

KDMA

MONTEVIDEO—1952—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Midwest Bcstg. Corp.
Address.....West Hway. 212
Phone 8891
Air Time .....Unlimited
Representative .....Pearson
Pres., Gen. Mgr.....H. Willard Linder
Commercial Mgr.....Bill Farrell
Chief Engineer.....Richard Beekman

KVOX

MOORHEAD—1937 .MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Bus.-Studio Address.....403 Center Ave.
Phone Number 3-1522
Air Time.....6:30 a.m.-M.
News Service .....UP
Representative .....Walker, Lawson
Membership .....NARTB
President .....E. J. McKellar
General Manager.....M. M. Marget
Comm., Sls. Prom. Mgr.....Robert L. Owens
Program Director.....Dewey Bergquist
Chief Engineer.....Don Geiken

KNUJ

NEW ULM—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....KNUJ, Inc.
Address.....304½ N. Minn. St.
Phone Number 905
Air Time .....Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World,
Membership .....BAB
President.....W. K. Mickelson
Gen. Mgr., Chief Engr.....Jack H. Duncan

KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Operated By.....Owatonna Bcstg. Co.
Address.....307 Vesterby Bldg.
Phone Number 2359
News Service .....UP
Membership .....BAB
President.....Myles H. Johns
Station Manager.....Robert Frye
Chief Engineer.....Jerome Dvorachek

KAAA

RED WING—1949

Frequency: 1250 Kc. ..Power: 1000 Watts d.
Owned-Oper. By .....Red Wing Bdcstg. Co.
News Service .....AP
Transcription Service.....Assoc., Capitol
General Manager.....Maxine Jacobs
Program Director.....Peter Lyman
News Director.....Donald Willie

KROC

ROCHESTER—1935—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Minnesota Bcstg. Co.
Business-Studio Address....100 1st Ave. Bldg.
Phone Number 3924

Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, BAB
President.....Mrs. G. P. Gentling
Gen., Comm. Mgr.....G. David Gentling
Sta. Mgr., Pgm. Dir.....Cal Smith
Sales Prom., Pub. Dir.....Warren Miller
Program Director.....Carl Smith
Chief Engineer.....Bob Cross

KFAM

ST. CLOUD—1937—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
Phone Number 3330, 3331
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr. .....Frederick C. Schilplin
Sales Prom., Pub., Comm. Mgr..Donald J. Orth
Program Director.....Betty May
Chief Engineer .....Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone Number 1240
Representative .....Rambeau
Transcription Service .....World
News Service .....UP
President.....Max H. Lavine
Program Director.....Wallace MacBriar
General Manager.....Herm Schneider
Chief Engineer.....Charles Willms

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave.
Phone Number.....Prior 2717
Air Time .....6 a.m.-1 a.m.
News Service .....AP, UP
Transcription Service..Thesaurus, SESAC, Cole
Representative .....Edward Petry
Membership .....NARTB
President. Gen. Mgr.....Stanley E. Hubbard
Nat. Sales Mgr.....Karl A. Plain
Exec. V.P., Treas.....K. M. Hance
Program Director.....D. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
Chief Engineer.....William S. Sadler

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address..611 Frontenac Place
Phone Number .....Prior 7757
News Service .....AP
Representative .....Clark
Pres., Gen. Mgr.....N. L. Bentson
Commercial Mgr.....Frank M. Devaney
Program Director.....Norman Page
Chief Engineer.....Warren B. Fritze

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....South St. Paul Bcstg. Co.
Address.....8 W. 9th St.
Phone Number.....Garfield 4717
News Service .....UP
Transcription Service .....SESAC
General Manager.....Victor J. Tedesco
Commercial Mgr.....Arne Peterson
Program Director.....Jack Douglas
Chief Engineer.....Larry Lennette

WSHB

STILLWATER—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126 S. Main St.
Phone Number.....46, 47
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Donald Cook, Inc.
President.....William F. Johns, Jr.
General Manager.....Richard Power
Commercial Manager.....James McLaughlin
Chief Engineer.....Elmer Christenson

KTRF

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Henry K. Arneson
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Membership .....BAB
General Manager.....Don Olson
Sales Prom. Mgr.....Ormond Johnson
Chief Engineer .....Henry J. Bothman

WHLB

VIRGINIA—1936—NBC ARROWHEAD, NORTHWEST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Phone Number 2000
News Service .....UP
Transcription Service .....World, SESAC
Representative .....Hollingbery
President.....J. Morgan Murphy
General Manager.....Walter Bridges
Station Manager.....H. J. Parise
Chief Engineer.....Norman Gill

KWAD
WADENA—1948—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number 920-1
Transcription .....World
Representatives.....Bulmer & Johnson
General Manager.....Carl E. Holt
Program Director.....Jim Buchan
Chief Engineer.....Milton La Due

KWLM
WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....1340 N. 7th St.
Phone Number 1340
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, Gen. Mgr.....H. W. Linder
Commercial Manager.....Jack Lynch
Program Director.....Joe Martinson
Chief Engineer.....Francois Peterson

KWNO
WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone Number 3314
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson
President.....M. H. White
General Manager.....Ken Marsh
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Lewis Denes

KWOA
WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Representative.....Bulmer & Johnson
Transcription Service...Langworth, Thesaurus
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Manager.....Arne Karhu

MISSISSIPPI

Pop. Feb. 1, 1954 (Est.) 2,200,000 — Families 580,000
Radio Homes 463,000 — TV Homes 120,000 — Stations in State 51

WMPA
ABERDEEN—1952—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Prairie Bdcstg. Co.
Address.....P. O. Box 402
Phone Number 1050
News Service .....UP
Representative .....McGillvra
Transcription Service .....Lang-Worth
President.....T. A. Richardson
Gen., Sta., Comm. Mgr.....William Felton
Pgm., Pub. Dir.....Grace Felton
Chief Engineer.....Eddie Lane

WBLE
BATESVILLE—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address .....Box 247
Co-Owner, Gen. Mgr.....Harold B. McCarley
Co-Owners.....Travis A. Palmer, James E. Hartness

WLOX
BILOXI—GULFPORT—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Phone Number 5581-2
News Service .....UP
Representative.....William G. Rambeau
President.....James S. Love, Jr.
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Program Director.....Hugh Smith

WVMI
BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone Number 6961
Representatives.....Natl. Time Sales, Dora Clayton
Transcription Service.....Thesaurus, SESAC
Membership .....BAB, NARTB
News Service .....UP
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Sales Prom., Comm. Mgr..Chauncey T. Hinman
Program Director.....Earl B. Blessey

WBIP
BOONEVILLE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co.

Address.....Highway No. 45-S
Phone Number 678
Air Time.....Full Time
Newspaper Affiliation.....The Independent
News Service .....UP
Representative.....Continental Radio Sales
President, Gen. Mgr.....E. O. Roden
Sta. Comm., Sales Prom. Mgr.....V. K. Wroten
Program Director.....Wynez Wroten

WJMB

BROOKHAVEN—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....W. Chicksaw St.
Phone Number 1298
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Tullius Brady

WDOB

CANTON—1953—KBS

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By...Madison County Bcstg. Co.
Address .....Box 182
Phone Number 1370
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Dora-Clayton
Co-Owners.....J. D. Bishop,
J. T. Ownby, Anne Lee Davis
General Manager.....R. L. Statham
Commercial Manager.....Harold Harris
Program Director.....Ozella Westbrook

WGLC

CENTREVILLE—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
News Service .....UP
Transcription Service .....Capitol
Phone Number 4001
President .....A. Sansing
General Manager.....P. Simpkins
Chief Engineer.....Bob Bassett

WROX

CLARKSDALE—1943—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Birney Imes, Jr.
Address .....Delta Ave.
Phone Number 1566
Air Time.....Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
General Manager.....Bob McRaney
Program Director.....Jack Cristil
Station Manager.....P. B. Hinman
Chief Engineer.....C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Cleveland Bcstg. Co., Inc.
Address Trans.....Box 1030
Phone Number 990
News Service .....AP
Station Representative .....McGillvra
President .....Lowry Tims
Gen., Sta., Comm. Mgr.....C. W. Capps
Program Director.....Elizabeth Bradley
Chief Engineer.....Richard Bullock

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Phone Number 755
Air Time.....Full Time
Newspaper Affiliation.....The Progress
News Service .....AP
Transcription Service .....World
Pres., Gen. Manager.....Lester Williams
Station Manager.....Charles E. Newman, Jr.
Program Director.....Bill Barrett
Chief Engineer.....Ray Tolar

WACR

COLUMBUS—1950—MBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Miss. Bcstg. Co.
Address .....WACR Bldg.
Phone 768
Air Time .....Sunrise-Sunset
News Service .....UP
Pres., Gen. Mgr.....Withers Gavin

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address .....Columbus
Phone Number 1430
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....Birney Imes, Jr.
Gen., Sales Prom. Mgr.....Bob McRaney
Station Manager.....James Eatherton
Program Director.....Martha Puckett
Chief Engineer.....Thomas McFerrin

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number 5575
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
President.....Dr. Frank M. Davis
General Manager.....Aaron B. Robinson
Station Manager.....John E. Bell
Program Director.....Vincent Lawrence
Commercial Manager.....Joe P. Van Dyke
Chief Engineer.....James D. Anderson

WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cotton Belt Bcasting Co.
Bus.-Studio Address.....118 So. B'way
Phone Number 4559
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Devney, Melville
Pres., General Manager.....David M. Segal
Station Manager.....E. M. Guss
Prom., Sta. Mgr.....Jack Stull
Program Director.....Wallace D. Hoy
Chief Engineer.....W. McChristian

WJPR

GREENVILLE—1939—MBS-KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.-500 Watts n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address.....120 So. Poplar St.
Phone Number 9040-9049
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Thomas Tiller
Chief Engineer.....Percy L. Kuhn

WABG

GREENWOOD—1950

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Address .....Howard St.
Phone 3010
News Service .....AP
Transcription Service .....World
President .....Cy Bahakel
Manager .....Tom Reardon
Chief Engineer.....Clifford Greene

WGRM

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Phone Number 1900-1
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-12 M.
News Service .....UP
President.....P. K. Ewing
General Manager.....F. C. Ewing
Commercial Manager .....Don Neil
Chief Engineer.....Louis Pierce

WNAG

GRENADA—1949—MBS MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Phone Number 1400
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr. .....Monroe Looney
Chief Engineer.....Jimmie Pinnix

WGCM

GULFPORT—1929—ABC AND KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address .....Hewes-Martin Bldg.
Phone Number 1110
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Station Representative.....Sears & Ayer, Inc.
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager.....C. Edwin Vann
Commercial Manager.....Mrs. O. L. Owens
Publicity Director.....W. Trautman
Chief Engineer.....Charles T. Hook

WFOR

HATTIESBURG—1925 NBC-KBS-REBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone Number.....Juniper 4-5432
Air Time.....5:30 a.m.-11:05 p.m.
News Service .....UP
Station Rep.....George P. Hollingbery Co.
President.....C. J. Wright, Sr.
General, Station Manager.....C. J. Wright, Jr.
Program Director.....David L. Waite
Commercial Mgr.....E. M. Jenkins
Chief Engineer.....B. B. McLemore

WHSY

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address .....Box 1008
Phone Number.....Juniper 3-1741
News Service .....AP
Station Representative.....Wm. G. Rambeau
Membership .....NARTB, BAB
President, Gen. Mgr.....Charles W. Holt
Comm., Sales Prom. Mgr.....Bob Robinson
Station Manager.....Connie Holt
Program Director.....Keith Andre
Publicity Director.....Olga Hagler
Chief Engineer.....Charles Sharpling

WMDC

HAZLEHURST—1953—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southwestern Bcstg. Co. of Miss.
Phone Number 869
General Manager.....Louis Alford

Sta. Mgr., Chief Engr. ..... A. M. Smith
Commercial Mgr. ..... Lowery Collins
Program Director ..... Malcolm Jones

WNLA

INDIANOLA—1953

Frequency: 1380 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Central Delta Bcstg. Co.
Address ..... Box 575
Phone Number ..... Indianola 500
Partners ..... W. L. Kent, J. M. McClendon
General Manager ..... Chuck Allen
Program Director ..... Paul Artman
Promotion Mgr. ..... J. Stuart Hough
Chief Engineer ..... Robert Meador

WJDX

JACKSON—1929—NBC

Frequency: 620 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Lamar Life Ins. Co.
Business Address ..... P. O. Box 2171
Phone Number 2-1183
News Service ..... UP
Transcription Service .... Cole, Capitol, World
Representative ..... George P. Hollingbery
General Manager ..... Fred L. Beard
Commercial Manager ..... Frank Gentry
Program Director ..... Howard Langfitt
Chief Engineer ..... Percy G. Root

WJQS

JACKSON—1947—CBS-MISS.

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Mississippi Bcstg. Co., Inc.
Business-Studio Address ..... Edwards Hotel
Phone Number 3-9681
News Service ..... UP
Transcription Service ..... Standard
President, General Manager ... Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Jackson Bcstg. Co.
Address ..... 916 Foley St.—Radio Ranch
Phone Number 2-6673
Pres., Gen. Mgr. ..... James T. Ownby

WRBC

JACKSON—1947—MBS

Frequency: 1300 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... Rebel Bcstg. Co., Inc.
Business-Studio Address ..... 125 So. Lamar
Phone Number 5-1562
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Branham
General Manager ..... J. W. Carlier
Program Director ..... A. C. Leonard
Chief Engineer ..... G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. ..... Power: 5000 Watts
Owned-Oper. By .. Standard Life Bcstg. Co., Inc.
Business Address ..... P. O. Box 1847
Phone Number 2-3230
Air Time ..... 5:30 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World
Representative ..... Weed
Membership ..... NARTB, BAB
President ..... W. R. Newman
General-Station Manager ..... L. M. Sepaugh
Commercial Manager ..... F. E. Wilkerson, Jr.
Program Director ..... B. K. Smith
Chief Engineer ..... C. A. Perkins

WKOZ

KOSCIUSKO—1947—KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Cy N. Bahakel
Business Address ..... P. O. Box 392
Phone Number 782
Air Time ..... Full Time
News Service ..... INS
Representative ..... McGillvra
Membership ..... NARTB
General Manager ..... Cy N. Bahakel
Program Director ..... Erlene Leach
Comm. Mgr., Prog. Dir. ..... Mims Boswell, Jr.
Chief Engineer ..... Wayne A. Oliver

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... New Laurel Radio Station
Bus.-Studio Address ..... 442 6th Ave.
Phone Number 5601
News Service ..... AP
Transcription Service ..... World
Representative ..... George P. Hollingbery
Membership ..... NARTB, BAB
President ..... Harold Matison
Gen., Sta. Mgr. ..... Granville Walters
Commercial Manager ..... M. M. Caver
Program Director ..... Stanley Walters
Chief Engineer ..... Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Southland Bcstg. Co.
Phone Number 8-7227
Air Time ..... Full Time
News Service ..... UP
Representative ..... McGillvra
Membership ..... BAB
President ..... C. T. McCallum
Gen., Sta. Mgr. ..... Norma H. Leggett
Comm., Sales Prom. Mgr. ..... Teck Jones
Pgm., Pub. Dir. ..... David Kane
Chief Engineer ..... W. B. Carter

WLSM
LOUISVILLE—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
Address .....Box 111
Phone Number 1000
Station Manager.....William R. Parkes
Chief Engineer.....Herb Guthrie

WMBC
MACON—1947—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Address .....MBC Bldg.
Phone Number 310
News Service .....UP
President, General Manager...Withers Gavin

WAPF
McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Phone Number 1884
News Service .....UP
Transcription Service.....Langworth, World
President.....Louis Alford
Commercial Mgr.....Ollie Bales
Sales Prom. Mgr.....Cindy Gardner
Program Director.....Carl Austin
General Manager.....Phillip Brady

WSKB
McCOMB—1939

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....WSKB, Inc.
Address.....P. O. Box 111
Phone Number 2080
News Service .....AP
Transcription Service .....SESAC
Representative.....Dora Clayton, Rambeau
General Manager.....Lester Williams
Station Manager.....Jack Sanders
Commercial Manager.....Bill Tyler
Chief Engineer.....Robert L. Sanders

WCOC
MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 7714
Air Time.....5:50 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX
MERIDIAN—1946—MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Phone Number 2-0171
News Service .....AP
Representative .....McGillvra
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Comm., Mgr., Prog. Dir.....Eddie Holladay
Chief Engineer.....Winton Beaver

WTOK
MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern TV Corp.
Address .....Southern Bldg.
Phone Number 3-1441
News Service .....INS
Transcription Service .....SESAC
Representative .....Headley-Reed Co.
Pres., Gen. Mgr.....Robert F. Wright
Commercial Mgr.....William B. Crooks
Program Director.....Cecil Germany
Chief Engineer.....Joe H. Saxon

WMIS
NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Address.....City Bank Bldg.
Phone Number 8211
President.....P. K. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Mgr.....Ervin Parks
Program Director.....Hoyle Littlejohn
Chief Engineer.....George W. Wilson

WNAT
NATCHEZ—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Phone Number 4621
News Service .....UP
President.....Mrs. Laurie G. Ratcliffe
General Manager.....Paul Schilling
Commercial Mgr.....Eddie Phelan
Chief Engineer.....Martin Tyronne

WPMP
PASCAGOULA—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 348
Phone Number 83
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....William R. Guest, Jr.
Sta., Comm. Mgr.....Floyd W. Hess
Program Director.....Morris Grenthner
Chief Engineer.....Fred Strother

WHOC
PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole

Address.....P. O. Box 26
Phone Number 740
News Service .....UP
Transcription Service .....Capitol
President, Manager....William Howard Cole
Program Director.....Mrs. Wm. H. Cole

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address .....Picayune
Phone Number 510
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Gen., Sta. Mgr.....Jimmie Willson
Prog. Dir., Chief Eng.....Archie Rushing, Jr.

WSSO

STARKVILLE—1949—KBS
MID SOUTH

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address .....Starkville
Phone Number 1230
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Martha L. Pearson

WELO

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....Welo Bldg.
Phone Number 1400
Air Time.....Full Time
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Chief Engineer.....LeRoy Green

WTUP

TUPELO—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
OwnedOper. By.....Lee Bcstg. Co.
Address .....Box 612
Phone Number 3111
Partner.....E. O. Roden
General Manager.....Richard F. Crans
Commercial Mgr.....Hal Benson
Chief Engineer.....Keith Wroten

WQBC

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Phone Number 312
Newspaper Affiliation.....Post, Herald
News Service .....AP
Transcription Service .....SESAC
Representative.....Sears & Ayer
Membership .....NARTB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Program Director.....Charlotte Kahn
Chief Engineer.....Waverley Conway

WVIM

VICKSBERG—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....Box 76
Phone Number 3901
Transcription Service .....Thesaurus
Representative.....Indie Sales, Dora-Clayton
President.....James T. Ownby
General Manager.....Frank Holifield
Commercial Manager.....Virginia Harrell
Chief Engineer.....Winston Hayes

WROB

WEST POINT—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Phone Number 1450
Pres., Gen. Mgr.....Bob McRaney Sr.

WAZF

YAZOO CITY—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WAZF, Inc.
Phone Number 1300-1
News Service .....UP
Pres., Gen. Sta. Mgr.....Guy Corley
Commercial Manager.....Jim Bonnette
Program Director.....Hal Webber
Chief Engineer.....C. M. Leshe

HELP
THE
RED
CROSS

MISSOURI

Pop Feb. 1, 1954 (Est.) 4,034,000 — Families 1,215,000
Radio Homes 1,146,000 — TV Homes 681,500 — Stations in State 61

KFVS
CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number 5-5511
Air Time.....Full Time
News Service .....UP
Representative.....John E. Pearson
President.....Oscar C. Hirsch
Station Manager.....Ralph L. Hirsch

KGMO
CAPE GIRARDEAU—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address .....Box 63
Phone Number 5-8228
Pres., Prog. Dir.....William C. Brandt
General Manager.....Richard C. Brandt
Chief Engineer.....William M. Bryan

KDMO
CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Phone Number.....2648, 2623
Air Time.....Full Time
News Service .....AP
Transcription Service .....Langworth
Membership .....NARTB
General Manager.....L. C. McKenney
Commercial Manager.....J. I. Daly
Sales Promotion Manager.....Edith Snyder
Program Director.....Leon Crocker
Chief Engineer.....George Province

KCRV
CARUTHERSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106 W. 3rd St.
Phone Number 965
Transcription Service.....Thesaurus, World
News Service .....UP
President.....J. E. Taylor
General Manager.....Robert L. Harrison
Commercial Manager.....Ed Dyer
Program Director.....Harry A. Moreland
Chief Engineer.....O. V. Bennet

KCHR
CHARLESTON—1953—KBS

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Phone Number 4451
Representative .....Continental
Co-Owner, Gen. Mgr.....Kermit Barker
Co-Owner.....Charles W. Hobbs
Program Director.....James L. Byrd IIIrd

KCHI
CHILLICOTHE—1950—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Address .....Farmington, Mo.
Phone Number 710
News Service .....UP
Representative.....Hil F. Best
President.....Cecil W. Roberts
General Manager.....Howard G. Rion
Commercial Mgr.....Jerry Wilson
Chief Engineer.....Donald P. O'Brien

KDKD
CLINTON—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By...Clinton Bcstg. Co., Inc.
Address.....P. O. Box 113
Phone Number 233
News Service .....UP
Transcription Service .....World
Representative .....Devney
President.....David M. Segal
General Manager.....Lee Baker
Commercial Mgr.....Joe Potts
Chief Engineer.....Dean Clayton

KFRU
COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....Box 89
Phone Number 4141
Air Time.....6:30 a.m.-M.
News Service.....AP, INS
Transcription Service.....Lang-Worth, World
Membership .....NARTB, BAB
President.....H. J. Waters, Jr.
General Manager....Mahlon R. Aldridge, Jr.
Commercial Mgr.....F. J. LeGrand
Program Director.....Shirley Bauderer
Chief Engineer.....Robert Haigh

KREI
FARMINGTON—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Phone Number 710
Studio.....Burks Rd. & Webster St.
Air Time .....Sunrise-sunset
News Service .....UP
President.....Cecil W. Roberts
Station Manager.....Earl L. Whitener
Chief Engineer.....Bill Westbrook

KJCF

FESTUS—1951

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Jefferson County Radio & TV Co.
News Service .....UP
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS
GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone Number 1000
Air Time.....Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....BAB
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program, Publicity Director...Virginia Collins
Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone Number.....1400
News Service .....UP
Transcription Service ....Standard
Membership .....NARTB, BAB
General Manager.....Robert W. Nickles
Comm., Prom. Mgr.....L. Reed Holt
Chief Engineer.....J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Bolling Bcstg. Co.
Business-Studio Address ....102½ S. Main St.
Phone Number.....HA 3450
Air Time .....5:30 a.m.-12 M.
News Service .....AP
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
Partners.....James and Ada Bolling
General Manager.....William H. Shaw
Sales Prom. Mgr.....Gene Hoenes
Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Craig Siegfried
Business-Studio Address.....310 N. Osage

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says Commercial Manager (AM) J. Ted Branson of KFEQ at St. Joseph, Mo.: "Prospects have high regard for The **AP** . . . and therefore you have the advantage of a sympathetic climate for your offer."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Phone Number.....CL. 9815
News Service .....AP
General Manager.....Wayne Hackett
Commercial Mgr.....Don Angel
Chief Engineer.....Robert Atkinson

KLIK

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Empire Bcstg. Co.
Address.....410 E. Capitol
Phone Number 6-3191
Station Manager.....Jack Adams
Program Director.....Dean Leupke
Chief Engineer.....Ted Porter

KWOS

JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....210 Monroe St.
Phone Number 6-3137
Air Time.....Full Time
Newspaper Affiliation.....News Tribune Co.
News Service .....AP
Transcription Service.....Thesaurus
President.....Mrs. L. R. Goshorn
Gen., Sta. Comm. Mgr. .....Catherine Roer
Program Director.....Ralph L. Rose
Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1027 Main
Phone Number 1310
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB
President .....Harry Easley
V.P., Gen. Mgr.....W. H. Clark
Chief Engineer.....Ralph Meador

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Address .....1928 W. 13 St.
Phone Number 7260
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr., Chf. Engr.
Austin A. Harrison
Sta. Mgr., Pgm. Dir.....Ronald Robson
Commercial Mgr.....D. T. Knight Jr.

WMBH

JOPLIN—1934—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number 330
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....D. J. Poynor
Comm. Mgr.....M. E. Dunn
Program Director.....Golda Shaunce
Chief Engineer .....Jack Langford

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg., Inc.
Business-Studio Address..300 Waltower Bldg.
Phone Number .....Victor 3864
News Service.....AP, UP
Transcription Service ....Langworth, Standard
Representative .....Capper Publications, Inc.
President.....W. A. Bailey
General Manager.....Ben Ludy
Commercial Manager.....Joe Story
Chief Engineer.....Lewis Dickensheets

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....125 E. 31st St.
Phone Number.....Jefferson 6789
Air Time.....Full Time
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Katz
Membership .....NARTB, BAB
President.....E. T. Meredith
General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Commercial Manager .....R. W. Evans
Sales Prom., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Chief Engineer.....Karl Troeglen

KFRM

KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....222 W. 11th St.
Phone Number.....HA. 2650
Air Time .....Daytime
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Arthur B. Church
V.P., Managing Dir.....George J. Higgins
Sales Promotion Manager....Harold W. Storm
Chief Engineer.....Ray Moler

KMBC

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts

Owned-Operated By.....Midland Bcstg. Co.
Address.....222 W. 11th St.
Phone Number.....HArrison 2650
Air Time.....5:55 a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Arthur B. Church
V.P., Managing Director.....George J. Higgins
Sales Promotion Mgr.....Harold W. Storm
Program Director.....Rod Cupp
Chief Engineer.....Ray Moler

KPRS

KANSAS CITY—1952

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Phone Number.....Humbolt 3100
News Service .....AP
General Manager.....Edward H. Pate
Commercial Mgr., Chief Engr...Andrew Carter
Program Director.....Eugenia Pate

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Air Time.....Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
Managing Director.....H. Dean Fitzer
Station Manager.....V. S. Batton
Commercial Manager.....E. Manne Russo
Pgm., Publ. Dir.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. ...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By .....WHB Bcstg. Co.
Business-Studio Address .....Scarritt Bldg.
Phone Number.....Baltimore 7109
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair & Co.
Pres., Comm. Mgr. .....Donald Dwight Davis
General Manager.....John T. Schilling
Promotion Mgr.....Ed Schulz
Station Director.....Richard Smith
Chief Engineer .....Henry Goldenberg

KWDL

KANSAS CITY—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....David M. Segal
Address...409½ State Line Ave., Texarkana

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett
Phone Number 8-4616
News Service .....AP
Transcription Service .....Langworth
Membership .....NARTB
President, General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison
Commercial Manager.....Joe Bankhead
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business-Studio Address.....KIRX Bldg.
Phone Number 5-3781
News Service .....AP
Transcription Service .....Thesaurus
Gen., Sta. Mgr.....Samuel A. Burk
Comm., Sales Prom. Mgr...James J. Dougherty
Chief Engineer.....Ralph Neely

KLWT

LEBANON—1948—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number 1015
News Service .....UP
Transcription Service .....Lang-Worth
President.....Robert C. Fields
General Manager.....O. R. Wright
Commercial Manager.....Jack A. Sellers
Program Director.....Thomas H. Miller
Chief Engineer.....E. L. Hendry

KMMO

MARSHALL—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Marshall
Phone Number 40
News Service .....UP
Transcription Service.....Thesaurus, World
General Manager.....J. M. Silvey
Sta., Comm., Prom. Mgr.....Harold Douglas
Program Director.....Don Clem
Chief Engineer .....Bill Williams

KNIM

MARYVILLE—1953—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Maryville Radio-TV Inc.
Phone Number 730
News Service .....AP
President.....R. W. Wilson
General Manager.....J. L. Jaquay
Commercial Mgr.....Gilbert Poese
Chief Engineer.....Arnold Wilson

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Phone Number 2340-1
Address .....Box 260
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Membership .....NARTB, BAB
President .....John Badaracco
Gen., Sta. Mgr. .....W. Earl Dougherty
Sales Prom. Mgr.....Dick Harris
Chief Engineer.....Gene Clay

KNCM

MOBERLY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Phone Number 1600
Representative .....Conwell
Transcription Service...Lang-Worth, Thesaurus
News Service .....AP
Owner.....Jerrill A. Shepherd
General Manager.....Lynn Bickett
Program Director.....James Lipsey
Chief Engineer.....John Halligan

KRMO

MONETT—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone Number 990
News Service .....AP
General Manager.....L. C. McKenney
Partner.....J. J. Daly
Program Director.....Floyd Stewart
Commercial Mgr.....Marion Pilant
Chief Engineer .....George Province

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KNEM
News Service .....UP
Transcription Service .....SESAC
President.....Cecil W. Roberts
Gen., Comm. Mgr.....Duane W. Hoisington
Chief Engineer.....Bob McKune

KRMS

OSAGE BEACH—1952

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owner, President.....Robert M. Smith
News Service .....AP
Transcription Service .....Lang-Worth
General Manager.....James Von Gremp
Program Director.....V. L. Smith
Chief Engineer.....Emerson Allee

KWOC

POPLAR BLUFF—1938

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address.....428 Vine St.
Phone Number 3922
News Service .....UP
Transcription Service.....SESAC, World
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Production Dir.....Ted Pyle
Chief Engineer .....Donald M. Lidenton

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address .....P. O. Box 567
Phone Number 380
News Service .....AP
Transcription Service .....World
Gen., Sta. Mgr.....Luther W. Martin
Promotion Mgr.....Wilson C. Burkhead
Chief Engineer.....Martin M. Mitchum

KSMO

SALEM—1953—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....."Show-Me" Bcstg. Co.
Address .....Box 71
General Manager.....Luther W. Martin
Promotion Mgr.....William C. Burkhead
Station Manager.....Mel Lee
Chief Engineer.....Martin M. Mitchum

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....KFEQ Bldg.
Phone Number 3-2528
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Barton Pitts
Commercial Mgr.....J. Ted Branson
Program Director.....E. C. Schirmer
Chief Engineer.....J. Wesley Koch

KRES

ST. JOSEPH—1946

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 S. 7th St.
Phone Number 4-6346
News Service .....AP
Representative .....Pearson
Membership .....NARTB, BAB
President .....Basil L. Kaufmann
General Manager.....John W. Powell
Production Director.....Gerry Henson
Chief Engineer.....H. B. Greene

KMOX

ST. LOUIS—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Air Time.....Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative.....CBS Radio Spot Sales
Membership .....BAB
General Manager.....Gene Wilkey
Commercial Manager.....Robert Hyland, Jr.
Sales Prom., Pub. Mgr.....Foster Brown
Program Director.....Mark Russell
Chief Engineer.....Harry Harvey

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Arthur J. Casey
Program Director.....Harold Grams
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KSTL

ST. LOUIS—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....626 Buder Bldg.
Phone Number .....MAin 0603
Air Time .....Daytime
Representative .....Forjoe
Station Manager.....Dick J. Kasten
Commercial Manager.....William A. Knight
Program Director.....Tony Glenn
Sales Prom. Mgr.....James D. Neiswander
Publicity Director.....Norman Edwards
Chief Engineer.....Ira E. Pollock

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Bus.-Studio Address.....12th & Cole St.
Phone Number.....Main 9100
Air Time.....5:30 a.m.-M.
Newspaper Affiliation.....St. Louis Globe-Democrat
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
Station Manager.....Ray E. Dady
Commercial Manager.....V. E. Carmichael
Program Director .....John W. Tinnea
Prom., Publ. Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....2735 Bonaparte Ave.
Phone Number.....Sterling 4805
Representative .....Pearson
President.....John W. Kluge
General Manager.....Les Ware
Commercial Manager.....Edward W. Pape
Program Director.....Norb Wood
Chief Engineer.....James F. Mitchell

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOX, Inc.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 6000
News Service.....AP, UP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB
President.....E. M. Roberts
General Manager.....C. L. Thomas
Asst. to Gen. Mgr. .....Bruce Barrington
Program Director.....Elmer Muschany
Publicity Director.....Mary Williamson
Chief Engineer.....Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Transcription Service .....Lang-Worth
Representative .....Gill Perna
President (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
General Manager.....Geo. A. Volz
Commercial Manager.....Ray Korpowicz
Program Director.....Lambert Kaiman
Chief Engineer.....Charles C. Casey

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Chase
Phone Number.....Rosedale 6200
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
Pres., Gen. Mgr. .....L. A. Benson
Vice-Pres., Sales Mgr.....R. M. Hetherington
Commercial Manager.....Nick Pagliara
Program Director .....Edward M. Galloway

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....410 Merchant St.
Phone Number 580
Air Time.....6 a.m.-10 p.m.
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KDRO

SEDALIA—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number 4004
Representative .....Forjoe
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn

KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone Number 1
News Service .....AP
President.....Lyman R. Bowman, Jr.
Sta., Comm. Mgr.....Richard L. Watkins, Jr.
Program Director.....James Palmer

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone Number 4-2822
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB
President.....T. W. Duvall
Gen., Sta. Mgr.....K. G. Wells
Commercial Mgr.....Robert L. Wheat
Program Director.....Francis Uhlis
Pub., Prom. Dir.....Dudley Morris
Chief Engineer.....Richard Bowman

KICK

SPRINGFIELD—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Phone Number 4-1561
Air Time.....Full Time
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....McGillvra
Membership .....BAB
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Commercial Manager.....Richard Bradley
Asst. Mgr., Pgm. Dir.....Welcome Stanton
Sales Prom. Mgr.....Robert Vinyard
Publicity Director.....Richard Hainline
Chief Engineer.....Charles Grayston

KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Phone Number 2-7474
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address.....606 St. Louis St.
Phone Number 2-4422
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Ralph D. Foster
Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Joe Slattery
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Fritz Bauer

KALM

THAYER—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert Neathery
Address.....N. Hgwy. 63
President .....Robert Neathery

KOKO

WARRENSBURG—1953—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Clinton Bcstg. Co. Inc.
Address .....Box 395
News Service .....AP
Transcription Service .....Thesaurus
President.....David M. Segal
General Manager.....Lee E. Baker
Commercial Manager.....C. L. Parks
Program Director.....Lonnie Licata

KWRE
WARRENTON—1949—KBS

Frequency: 730 Kc.....Power: 500 Watts d.
Owned-Operated By.....W. T. Zimmerman
Address.....Warrenton
Phone Number.....398
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Continental, Radio Sales
General Manager.....W. T. Zimmerman
Commercial Manager.....Leo Waters
Chief Engineer.....Murray Phillips

KWPM
WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Address.....E. Abe Taylor Blvd.
Phone Number.....700
News Service.....AP
Transcription Service.....Standard
Pres., Gen. Mgr.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....John Billingsley

MONTANA

Pop. Feb. 1, 1954 (Est.) 597,000 — Families 181,000
Radio Homes 176,000 — TV Homes 10,500 — Stations in State 25

KANA
ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Phone Number.....136
News Service.....UP
Transcription Service.....Lang-Worth
President.....A. J. Mosby
Program Director.....Helen M. Ryan
Comm. Mgr., Ch. Engr.....E. G. Rinn

KBMY
BILLINGS—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 2124
Phone Number.....3-3838
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Associated
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President.....Rockwood Brown
General Manager.....Ken Nybo
Comm., Sales, Prom. Mgr.....Warren Marshall
Pgm., Pub. Dir.....Charles G. du Bois
Chief Engineer.....Theodore Hildebrand

KGHL
BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By..Northwestern Industries, Inc.
Business-Studio Address.....5th & N. B'way
Phone Number.....2-2222
News Service.....UP
Transcription Service.....Standard, SESAC
Representative.....Katz
Membership.....BAB
President.....Col. Walter E. Schott
Gen., Comm. Mgr.....Edward Yocum
Sta., Mgr., Prog. Dir.....V. Braunberger
Chief Engineer.....Jeff A. Kiichli

KOOK
BILLINGS—1951—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1498
Phone Number.....9-5970
News Service.....AP
Transcription Service.....World
Representative.....Weed
Membership.....NARTB
President.....C. L. Crist
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....Lloyd Larsen
Program Director.....Cliff Ewing
Chief Engineer.....Grant French

KBMN
BOZEMAN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Penn Engrg. Co.
Address.....Box 691
Phone Number.....2105
News Service.....UP
Representative.....Gill-Perna
President.....Mrs. Lura B. Penwell
General Manager.....G. Norman Penwell
Station Manager.....Dan Snyder
Chief Engineer.....Ben Hespen

KXLQ
BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number.....1420
News Service.....AP, UP
Representative.....Walker
President.....E. B. Craney
General Manager.....Ernest A. Neath
Commercial Mgr.....Ernest Seccomb
Program Director.....Beverly Coulston
Chief Engineer.....Dick Smiley

KBOW

BUTTE—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone Number 7429
President .....Frank Reardon

KOPR

BUTTE—1948—ABC-MBS INTERMOUNTAIN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number 6546
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Representative .....Avery-Knodell
President.....Frank C. Carman
General Manager.....Ed Cooney
Commercial Manager.....G. W. Chance
Program Director.....Jim Harrold
Chief Engineer.....John Gort

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address .....Box 1956
Phone Number 2-2344
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative.....Walker; Pacific No. West
Pres., Gen. Mgr. .....E. B. Craney
Station Manager.....Ame E. Anzjon
Commercial Mgr.....Frank Field
Program Director.....Paul Hatton
Prom. Mgr., Pub. Dir.....Vern Totten
Chief Engineer.....W. J. Provis

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address .....Box 200
Phone Number.....EM 5-3111
News Service .....UP
Transcription Service .....Standard
President.....Lewis Wiles Moore
General Manager.....Daniel C. Palen
Commercial Mgr.....Marvin Wadley
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
Phone Number 4-4377
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
President.....J. P. Wilkins
Commercial Manager.....W. C. Blanchette
Program Director.....J. R. Kelley
Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1947—MBS ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address .....Tribune Bldg.
Phone Number 4-4382
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Mel Hallock
Chief Engineers..Eugene B. Bunker, Ben Rush

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Add.....P. O. Box 2072
Phone Number 2-2453
News Service.....AP, UP
Representative .....Walker
President .....Barclay Craighead
Gen., Sta., Comm. Mgr.....T. L. Frayling
Program Director.....Jaunita Loucks
Prom. Mgr., Chief Eng.....Eugene Kukkola

KOJM

HAVRE—1947—MBS-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..No. Montana Bcstg. Co.
Business-Studio Address.....Box 70
Phone Number 1096-7
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....Cooke, Inc., Avery-Knodel
President.....O. R. Rubie
General Manager.....Charlotte H. Brader
Commercial Manager.....Lyle Leeds
Program Director.....James R. Saenger
Publicity Director.....Stan G. Stephens
Chief Engineer.....George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....1705 Jerome Pl.
Phone Number 4030
News Service .....UP
President.....James M. Flinn
General Manager.....K. O. MacPherson
Commercial Manager.....C. E. Sullivan
Chief Engineer.....Dean Mack

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number 1240
News Service.....UP, AP
Representative .....Walker, Moore
President.....A. T. Hibbard
Gen., Sta. Mgr.....Barclay Craighead
Commercial Mgr.....Gene Hogan
Sales Prom. Mgr.....George Wenstrum
Program Director.....Harris Jensen
Chief Engineer.....Glenn Breech

KGEZ

KALISPELL—1927
MBS-INTERMOUNTAIN

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald C. Treloar
Bus.-Studio Address.....1236 4th Ave. E.
Phone Number 4143
Air Time.....Full Time
News Service .....UP
Transcription Service. World, SESAC, Standard
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Donald C. Treloar
Sales Prom. Mgr.....Robert Bennett
Program Director.....Norm Fisher
Chief Engineer.....Paul Johnston

KXLO

LEWISTOWN—1947—MBS
INTERMTN. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. G. Kelly
Bus.-Studio-Transmitter Address....E. Main St.
Phone Number 1210
News Service .....UP
Transcription Service .....World
President.....William G. Kelly
General Manager.....Marlin T. Obie
Chief Engineer .....David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lincoln County Bcstrs. Inc.
Address.....Hafferman Shopping Center
Phone Number 410
News Service .....UP
Transcription Service.....SESAC, MacGregor
Membership .....NARTB
President .....Smith McNeill
Station Manager.....William F. Hafferman
Prog., Pub. Dir.....Patrick J. Owens
Chief Engineer.....Jim L. McLaughlin

KPRK

LIVINGSTON—1947—MBS
INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address .....Box 691
Transcription Service .....World
Pres., Gen. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
Program Director.....Jim Edmonds
Chief Engineer.....Duke Long

KRJF

MILES CITY—1941—KBS
MBS-INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....Miles City
Phone Number 1340
Newspaper Affiliation.....“Daily Star”
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Norval B. Davis
Program Director.....T. J. Biedrzycki
Publicity Director.....Donald Kern
Chief Engineer.....Philip E. Hilt

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Business-Studio Address.....127 E. Main St.
Phone Number 2-2155
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill Perna
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr. .....A. J. Mosby
Commercial Mgr.....A. T. Christensen
Prom. Mgr., Prog. Dir.....Don Bradley
Chief Engineer.....Leo Stewart

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number 4-4114
Air Time.....Full Time
News Service.....AP, UP
Representative.....Walker, Moore
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Bill Strothman
Publicity Director.....John Campbell
Chief Engineer.....Ray Lee

KIYI
SHELBY—1947—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Phone Number 5541
Representative .....Cooke
Membership .....NARTB
President .....John Lyon
Sec.-Treas. .....Frank Krshka
Program Director.....Don Redfield
Chief Engineer.....George Potter

KGCX
SIDNEY—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....E. E. Krebsbach
Address.....109 S. Central
Phone Number 408
News Service .....AP, UP
Transcription Service .....Capitol
Representative .....Lawson
General Manager.....E. E. Krebsbach
Commercial Mgr.....Keith Krebsbach
Sales Prom. Mgr.....Don Cole
Chief Engineer.....O. H. Halvorson

NEBRASKA

Pop. Feb. 1, 1954 (Est.) 1,353,000 — Families 426,000
Radio Homes 408,000 — TV Homes 181,500 — Stations in State 25

KCOW
ALLIANCE—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1100 West 10th St.
Phone Number 1300
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President .....Hansford Jaggers
General Manager.....Gene Ackerley
Program Director.....Erv Jensen
Chief Engineer.....George Vogel

KWBE
BEATRICE—1949—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....Box 567
Phone Number 1245
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President.....Merle G. Jones
General Manager.....Bud Pentz
Commercial Mgr.....William Boyce
Program Director.....Madge McGavren

KCNI
BROKEN BOW—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561
Phone Number 611
Gen. Mgr., Chief Engr.....Bud Crawford
Commercial Mgr.....Joe Grieser

KJSK
COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone Number 5154
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Biddick, Continental
Transcription Service.....World, SESAC, Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager .....Milo Kincaid
Program Director.....Florence L. Anderson
Chief Engineer.....Max Reeves

KFGT
FREMONT—1939—MBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Walker Radio, Inc.
Business-Studio Address.....118 E. 5 St.
Phone Number 1060
Membership .....NARTB
Pres., Gen. Mgr.....Lester A. Walker
Station Manager.....Robert L. Johnson
Program Director.....Ken Headrick
Chief Engineer.....Harry Snyder

KMMJ
GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Phone Number 703-4
Air Time .....Daytime
News Service .....UP
Transcription Service.....Thesaurus
Representative .....H-R
President .....Don Searle
V.P. & General Manager.....Bill Martin
V.P. & Regional Sales Mgr.....Rex Lathen

Program Director.....Ed. Meyer
Sales Promotion Manager...Quintin McCredie
Chief Engineer.....U. L. Lynch

KRGI
GRAND ISLAND—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grand Island Bcstg. Co.
Address.....315 South Locust
Phone Number 5181
News Service .....AP
Representative.....Sears & Ayer
President.....Robert L. Lester
General Manager.....Wick Heath
Comm. Mgr., Prog. Dir.....Ray Kozak
Chief Engineer.....Don Campbell

KHAS
HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Transmitter Address.....906½ W. Second St.
Phone Number 2-5101
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President .....Fred A. Seaton
Gen., Sta. Mgr.....James Pickett
Commercial Manager.....Raymond Bartlett
Pub., Prog. Dir.....Lloyd O. Thomas
Chief Engineer.....Duane B. Allison

THOSE WHO KNOW FAMOUS BRANDS....

Says Promotion Director Evans G. Meier of WJAG, Norfolk, Nebr.: "I figure **AP** news is easier to sell sponsors because they already *know* **AP**."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS **AP**

KGFW
KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541
News Service .....UP
Transcription Service .....World
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....John W. Yeager, Jr.
Comm., Sales Prom. Mgr.....Lyle Richardson
Pgm., Pub. Dir.....Robert Rudy
Chief Engineer.....Howard Harrington

KRVN
LEXINGTON—1950

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....104 W. 8th St.
Phone Number 716
Transcription Service .....Standard
News Service .....AP
President.....Jay A. Person
General Manager.....Max Brown
Commercial Manager.....Dan Bellus
Program Director.....G. W. Embree
Chief Engineer.....Robert Bitner

KFOR
LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address...48th and Vine Sts.
Phone Number 2-6965
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Paul Raymer
Membership .....NARTB, BAB
President .....James Stuart
Gen., Sta. Mgr.....George X. Smith
Commercial Manager.....Richard Chapin
Prom., Pub. Dir.....Ruth Thone
Program Director.....Avrun Bondarin
Chief Engineer.....Charles W. Winkler

KLMS
LINCOLN—1949

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone Number 2-7579
President.....Howard A. Shuman
General Manager.....J. Russell Joynt
Sta., Comm. Mgr.....Frank Stubbs

KOLN
LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Cornhusker Radio & Television Corp.
Business-Studio Address.....40th and W Sts.

Phone Number 2-7218
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....BAB, NARTB
President.....John E. Fetzer
General Manager.....Harold E. Anderson
Commercial Mgr.....Otis H. Seegler
Program Director.....William L. Lucas
Publicity Director.....Louise Nyland
Chief Engineer.....Ray Taylor

KBRL

McCOOK—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Phone Number 1450
News Service .....AP
Representative .....McGillvra
Pres., Gen. Mgr. and Chief Engineer
Le Roy W. Lenwell
Program Director.....Gilbert Mitchell

WJAG

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Publ. Co.
Phone Number 432
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
President .....Gene Huse
General Manager.....Jerry Huse
Station Manager .....Bob Thomas
Commercial Manager.....Vernon Stedry
Program Director.....Glen Hixson
Chief Engineer.....Frank Wiedenbach

KNBR

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....John Townsend
Phone Number 3528
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Indie Sales
Owner .....John Townsend
Gen., Comm. Mgr., Prog. Dir .....Joe Stavas
Chief Engineer.....Herb Zimmerman

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address..1521 W. 12th
Phone Number 382
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Meeker
Membership .....NARTB
Gen., Sta. Mgr.....John Alexander
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Chief Engineer.....Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....676 World Ins. Bldg.
Phone Number.....JAckson 8282
Air Time .....6:30 a.m.-12 M
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Paul R. Fry
Commercial Manager.....Ernest S. Priesman
Chief Engineer.....Richard E. Welna

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone Number.....Ja. 3420
Newspaper Affiliation.....“Journal & Star” (Lincoln)
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....SESAC
Representative.....Free & Peters
Membership .....NARTB
Chairman of Board.....Joe W. Seacrest
President.....Fred S. Sidles
Gen., Sta. Mgr.....Harry Burke
Commercial Mgr.....Harold Soderlund
Prom., Pub. Mgr.....Don Shoemaker
Program Director.....Lyell Bremser
Chief Engineer.....Art Stewart
News Director .....Carl Uhlarik
Musical Director.....Wm. J. Granville
Transmitter Engineer.....Art Stewart
Farm Editor .....W. E. Macdonald
Consulting Engineer .....George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Phone Number.....JAckson 7626
Air Time.....Full Time
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President .....James Stuart
Commercial Mgr.....Don W. Burden
Program Director.....Chic Crabtree

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Business-Studio Address.....15th & Farnam
Phone Number.....Atlantic 2228

News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative .....Bolling
Membership .....NARTB
President.....Robert H. Storz
Sta., Gen. Manager.....Todd Storz
Prom. Mgr., Pgm. Dir.....Virgil Sharpe
Chief Engineer.....Dale Moudy

WOW
OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated B .....Meredith WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service.....Standard, SESAC
Representative .....John Blair
Membership .....NARTB
Chariman of Board.....Fred Mohen
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....William J. Kotera

KNEB
SCOTTSBLUFF—1948—MBS
INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts d. 500 Watts n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number 1620
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Hal Holman
Membership .....NARTB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Mgr.....Byron Joachim
Program Director.....Wayne McIntosh
Publicity Director.....Fred Walgren
Chief Engineer .....Leslie A. Proctor

KOLT
SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address .....1517½ Bway
Phone Number 856
News Service .....UP
Representative .....Gill-Perna
Pres., Gen.-Sta. Mgr. .....L. L. Hilliard
Commercial Manager.....Tony Kehl
Program Director.....A. W. Taylor
Chief Engineer .....Harland A. Morrison

KSID
SIDNEY—1952—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sidney Bdcstg. Co.
Address .....Legion Park
Phone Number 5503
News Service .....UP
Representative .....McGillvra
Pres., Chief Eng.....W. C. Grove
Gen., Com. Mgr.....Max Young
Program Director.....Edith Sanks

NEVADA

Pop. Feb. 1, 1954 (Est.) 176,000 — Families 66,000
Radio Homes 64,000 — TV Homes 12,500 — Stations in State 10

KELK
ELKO—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Phone Number 260
News Service .....UP
President .....Chris Sheerin
General Manager.....John J. Gammick
Program Director.....Bob Vizina
Chief Engineer.....Roy Gallagher

KELY
ELY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Box 1088
Phone Number 2077
Transcription Service .....World
News Service .....INS
Co-Manager.....D. I. Hansen
Co-Manager.....D. V. Bradley

KENO
LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number 1400
Air Time.....Full Time
News Service .....INS
Representative.....W. S. Grant
Pres., Gen.-Sta. Manager.....Maxwell Kelch
Commercial Mgr.....Thompson Magowan
Pgm., Pub. Dir.....Ken O'Connell
Chief Engineer.....R. O. Dow

KLAS
LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn, P. O. Box 1510
Phone Number 4646
Air Time.....Full Time
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....BAB
President .....Fred Stoye
General Manager.....Tom Ivory
Commercial Manager.....Bill Pursel
Program Director.....James Hart
Publicity Director.....Flo Brummel
Chief Engineer.....Greg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Vegas Valley Bcstg. Co.
Address .....Hotel Thunderbird
Phone Number 6500
News Service .....UP
Representative .....Geo. P. Hollingbery
Membership .....BAB
Pres., Gen. Mgr.....David McKay
Station Manager.....Roland B. Vaile
Program Director.....Robert Baker
Chief Engineer.....Bill Binford

KRAM

LAS VEGAS—1947—MBS-KBS INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone Number 920
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative .....Avery-Knodel
President.....Edward J. Jansen
Commercial Manager.....Lester Seiffer
Program Director.....Martin Black
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business-Studio Address.....Box 2231
Phone Number 2-4501
Air Time.....Full Time
Representative.....Walker, McGavren
Transcription Service .....Langworth
Membership .....NARTB
Pres., Gen. Mgr.....R. L. Stoddard
Commercial Manager.....Robert S. Hughes
Program Director.....Betty Stoddard
Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts d., 1000 n.
Owner.....McClatchy Bcstg. Co.
Business-Studio Address....143 Stevenson St.
Phone Number 3-5106
News Service .....UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Manager .....Hewitt Kees
Program Director.....Bruce Branson
Chief Engineer.....Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Air Time.....Full Time
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President .....Dave McKay
General-Station Manager.....H. G. Wells
Commercial Manager.....Howard Doyle, Jr.
Sales Prom. Mgr.....Gene McKenna
Program Director.....Dave Niles
Publicity Director.....Pat Welty
Chief Engineer.....Merle Peterson

KWRN

RENO—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWRN, Inc.
Business-Studio Address.....Box 76
Phone Number 3-6156
Air Time.....Full Time
News Service .....AP
Membership .....BAB, NARTB
Transcription Service.....Thesaurus, Standard
Pres., Gen. Mgr.....Franz J. Robischon
Commercial Mgr.....W. V. Leroy Swecker
Chief Engineer.....Walt Rees

FOR NEW YORK TELEPHONE NUMBERS SEE PAGE 100

NEW HAMPSHIRE

Pop. Feb. 1, 1954 (Est.) 554,000 — Families 160,000
Radio Homes 155,000 — TV Homes 86,500 — Stations in State 12

WMOU
BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....27 Green Square
Phone Number 1797-8
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Kettell-Carter, Radio Reps.
Membership .....NARTB, BAB
President .....John W. Guider
General Manager.....Wendell C. MacKenzie
Chief Engineer.....Herschel M. Howe

WTSV
CLAREMONT—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....155 Front St., Manchester
Phone Number 4-4075
President.....William J. Barkley
General Manager.....W. J. Rust Jr.
Comm., Sta. Mgr.....C. Stearns Jr.

WKXL
CONCORD—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....Eagle Hotel
Phone Number 4180
Air Time.....Full Time
News Service .....AP
Representative....Adam Young, Kettel-Carter
President.....Henry R. Silver
General Manager.....Tom Frank
Commercial Mgr.....Saul Gross
Sales Prom. Mgr.....Al Englehardt
Chief Engineer.....Robert Wright

WTSL
HANOVER-LEBANON—1950
GRANITE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WTSL Inc.
Address.....155 Front St.
Phone Number 4-4075
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Chief Engineer.....Al Davis

WKNE
KEENE—1926—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone Number 2080
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Meeker, Kettell-Carter
Membership .....NARTB, BAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Ted B. Sawyer
Chief Engineer.....Ernest Roberge

WLNH
LACONIA—1922—ABC-KBS
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....653 Main St.
Phone Number 2-300
Air Time .....Unlimited
News Service .....AP
Representative .....Kettell-Carter, Grant
Transcription Service .....Langworth
President .....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaizer
Chief Engineer.....Walter Avery

WFEA
MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number 5-5491
Air Time.....Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Adam J. Young, Jr., Kettell-Carter
President .....Morris Silver
Gen., Sta. Mgr.....Warren H. Journay
Commercial Manager.....Saul Gross
Program Director.....Frank Finning
Chief Engineer.....Reginald Schow

WKBR
MANCHESTER—1945
GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Address.....155 Front St.
Phone Number 44075
Air Time.....6 a.m.-11:30 p.m.
President.....W. J. Barkley
Program Director.....Perry White
Chief Engineer.....Royston Phillips

WMUR
MANCHESTER—1941—CBS

Frequency: 610 Kc.....Power: 5000 Watts d., 1000 Watts n.

Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number 5-5788
News Service .....UP
Air Time.....Full Time
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, BAB
President.....Hon. Francis P. Murphy
General Manager.....Wallace A. Walker
Program Director.....Bernie Mack
Chief Engineer.....Vincent Chandler

WOTW
NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number 5000
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan, Walker
Membership .....BAB
Pres., Gen. Mgr.....Arthur A. Newcomb
Program Director.....Aldo Cretarolo
Chief Engineer.....Harry Handfield

WHEB
PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Phone Number 4080
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Kettel-Carter, Walker
President.....Charles M. Dale
Gen., Comm., Prom. Mgr.....Thomas M. Dale
Program Dir.....Lucien Dumont
Chief Engineer.....Anthony Vaccaro

WWNH
ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone Number 1400-1
News Service .....UP
Representative .....Borgati, Webb
Membership .....BAB, NARTB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Station Manager.....H. Martin
Chief Engineer.....F. De Falco

NEW JERSEY

Pop. Feb. 1, 1954 (Est.) 5,228,000 — Families 1,547,000
Radio Homes 1,493,000 — TV Homes 1,375,000 — Stations in State 20

WJLK
ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone Number.....Asbury Park 2-3000
News Service .....AP
Transcription Service .....Associated
President.....Wayne D. McMurray
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Program Director.....Frank Huber

WFPG
ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone Number 5-2188
News Service .....UP
Representative.....John E. Pearson
President .....Fred Weber
Director of Operations.....Blair Thron
Commercial Mgr.....R. E. Truex
Office Manager.....Pearl Kogen
Program Dir.....Ed Davis
Chief Engineer.....Earle Godfrey

WMID
ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Box 1016
Phone Number 4-1340
Air Time.....7 a.m.-2 a.m.
News Service .....AP
Transcription Service.....Associated, World
Representative .....Stars Natl.
Gen., Sta. Mgr.....David H. Freedman
Program Director.....Vincent Lindner

WSNJ
BRIDGETON—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Phone Number.....BR 2930
Transcription Service .....Thesaurus
Station Representative .....Clark
President.....Russell S. Henderson
Vice-Pres., Gen. Mgr.....Paul Alger
Commercial Manager.....Jerry Aldan
Chief Engineer.....Ed Bold

WCAM
CAMDEN—1922

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....City Hall
Phone Number.....Emerson 5-5600
Air Time.....24 hours
Transcription Service .....Standard
Membership .....NARTB
General Manager.....John Cleary
Sales Prom. Mgr.....Joseph Hale
Program Director.....Jack La Mar
Publicity Director.....Gilbert Whiting
Chief Engineer.....John Zander

WKDN
CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Jersey Bcstg. Co.
Business-Studio Address.2881 Mt. Ephraim Ave.
Phone Number.....Emerson 5-7200
Air Time .....Daytime
Representative .....Keller
Membership .....NARTB
President.....Ranulf Compton
General Manager.....Gordon Giffen
Sales Prom. Mgr.....William Murphy
Program Director.....Harvey Husten
Chief Engineer.....Robert Houston

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. . . . KNOW THE MOST FAMOUS

BRAND IN NEWS IS AP

WMTR
MORRISTOWN—1948—ABC

Frequency: 1250 Kc....Power: 1000 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address .....Box 345
Phone Number.....MO 4-5700
Transcription Service .....Associated
President.....George S. Croy
General Manager.....Kenneth A. Croy
Commercial Mgr.....Henry Behre
Program Director.....Bob Vesel
Chief Engineer.....Rudolph C. Prow

WAAT
NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone..Mitchell 2-6400; BArclay 7-3260 (N. Y.)
News Service .....AP
Transcription Service.....Associated, SESAC
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....Irving R. Rosenhaus
V.P., National Sales.....E. S. Lennon
Publicity Director.....Elizabeth C. Butterfield
V.P., Engineering.....Frank V. Bremer

WHBI
NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
President.....James L. Shearer
General Manager.....William Masi
Chief Engineer.....Harold Michaels

WNJR
NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Business-Studio Address.....Route 22
Phone Number.....MArket 3-2700
News Service .....UP
Transcription Service .....Standard
General Manager.....A. R. Lanthcar

WVNJ
NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business-Studio Address.....91 Halsey St.
Phone Number.....Mitchell 3-7600
News Service .....UP
Transcription Service .....World
President.....Edward W. Scudder, Jr.
Gen., Sta. Mgr.....Harry D. Goodwin
Commercial Mgr.....Ivon B. Newman
Chief Engineer.....Peter Testan

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....Charter 7-1450
News Service .....AP
Transcription Service .....Langworth
Membership .....NARTB
President.....James L. Howe
Station Manager.....Robert Williams
Commercial Manager....James M. Vogdes, Jr.
Chief Engineer.....Victor Takach

WNNJ

NEWTON—1953

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sussex County Bcstrs.
Address .....Andover Township
General Manager.....William Fairclough
Comm. Mgr., Chief Engr.....Simon Geller
Program Director.....Robert Mensel

WPAT

PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
Newspaper Affiliation....Passaic Daily News
News Service.....AP, UP
Transcription Service..Associated, Thesaurus Lang-Worth
President .....Richard Drukker
General Manager.....D. J. Wright
Business Manager.....Charles W. Parker
Chief Engineer.....Earl F. Lucas

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstrs., Inc.
Address .....Old Turnpike
Phone Number.....Pleasantville 3971
Transcription Service....Standard, Thesaurus
News Service .....AP
Membership .....NARTB, BAB
President .....Charles Rupp
General Manager.....John Struckell
Chief Engineer.....Milton Thurlow

WBUD

TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Morrisville Bcstg. Co.
Address.....108 N. Broad St.
Phone Number 4-7191
News Service .....AP
Transcription Service .....World
President.....Verna S. Hardin
General Manager.....Richard M. Hardin
Chief Engineer.....William A. Brewer

Stolen From a Time Buyer's Memo:

31
DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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Contact: Sales Mgr. at Charter 7-1450, New Brunswick, N. J.

365 THURSDAY, DECEMBER 31, 1953 0

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WOND

Studios—Pleasantville, N. J.
John G. Struckell, Gen. Mgr.

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WTNJ

TRENTON—1928

Frequency: 1300 Kc.....Power: 250 Watts d.
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Ave.
Phone Number 3-4281
President .....Dick Defreitas
General Manager.....Leonard H. Levitt
Chief Engineer.....Nicholas Delassandro

WTTM

TRENTON—1941—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Business-Studio Address.....541 E. State St.
Phone Number 5-8515
Air Time.....7 a.m.-12:05 a.m.
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....M. D. Lincoln
General Manager.....F. L. Bernstein
Publicity Director.....Fred Walker
Chief Engineer.....Chester Sunderland

WWBZ

VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....633 Wood St.
Phone Number.....Vineland 7-1360
News Service .....UP
Transcription Service .....World
Representative .....Gill, Perna
President.....Joseph M. Bullock
Gen., Sta., Prom. Mgr.....Fred M. Wood
Commercial Manager.....John Serra
Chief Engineer.....Saul Altzman

WCMC

WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Phone Number 2-7751
Transcription Service .....Capitol
Owner, Gen. Mgr.....Francis J. Matrangola
Comm. Mgr., Prog. Dir.....George M. Hart
Chief Engineer.....Carlton S. Owen

NEW MEXICO

Pop. Feb. 1, 1954 (Est.) 760,000 — Families 195,000
Radio Homes 181,000 — TV Homes 51,000 — Stations in State 29

KALG

ALAMOGORDO—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address .....Box 268
Phone Number 211
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Wayne Phelps
Chief Engineer.....Harry Albers

KABQ

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KAEQ Bcstg. Co.
Address .....317 N. Broadway, Box 1388
Phone Number 3-1744
Air Time.....5 a.m.-M.
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Richard O'Connell
Membership .....BAB
Pres., Prom. Mgr.....Helen A. Price
V.P., Gen., Comm. Mgr.....Bert Arnold
Program Director.....Don Husted
Chief Engineer.....John Morrison

KDEF

ALBUQUERQUE—1953

Frequency: 1280 Kc.....Power 1000 Watts d.
Owned-Oper. By.....Frank Quinn
Address.....506 2d N.W.
Phone Number 3-7813
Pres., Gen. Mgr.....Frank Quinn
Commercial Mgr.....Lee Govan
Program Director.....Jerry Nesler
Promotion Mgr.....Bill Prevetti
Chief Engineer.....Bob Easley

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Phone Number 3-4543
Air Time.....Full Time
Representative.....Weed & Co.
President.....A. R. Hebenstreit
Station Manager.....E. Jonny Graff
Program Director.....Robert Vandriel
Chief Engineer.....Leonard F. Dodds

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By ....Alvarado Bcstg. Co., Inc.

Business-Studio Address.....122 S. Tulane
Phone Number 5-7501
News Service .....UP
Trans. Service.....Associated, Lang-Worth
Representative .....Rambeau
President .....Herbert W. Wimberly
General Manager.....A. M. Caldwell
Chief Engineer.....Donald Delaney

KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....234 Fifth St., S.W.
Phone Number 3-4411
Air Time.....Full Time
News, Service.....AP, UP
Transcription Service .....SESAC
Representative .....Branham
Membership .....BAB
Pres., Gen. Mgr.....Wayne Coy
General Manager.....J. I. Meyerson
Commercial Manager.....Rolf Nielson
Sales Prom. Mgr.....A. E. Mickel
Program Director.....Michael Dillon
Chief Engineer.....George S. Johnson

KSVP

ARTESIA—1946—KBS-MBS INTERMOUNTAIN

Frequency: 990 Kc....Power: 1000 Watts d., 250 n.
Owned-Operated By ....Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
Phone Number 650
News Service .....UP
Representative .....Avery Knodel
President.....Martin Yates III
General Manager.....David M. Button
Chief Engineer.....Ronald Austin

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address....601 No. Canal St.
Phone Number 5-4101
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor Co.
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Richard E. Doyle
Sales Prom. Mgr.....Richard Miner
Program Director.....Alexander Pitcaithley
Chief Engineer.....Harland Nifong

KPBM

CARLSBAD—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
Phone Number 5-5373
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....BAB, NARTB
Pres., Gen. Mgr.....Maurice F. McEvoy
Sta., Comm. Mgr.....Darrell A. Swayze
Chief Engineer.....Vic Daley

KLMX

CLAYTON—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper By.....Ari-Ne-Mix Bcstg.
Address.....Box 7, Fair Grounds
Phone Number 616
Transcription Service .....Thesaurus
News Service .....UP
Representative .....Best, Palmer
President .....Arthur Jernigan
Gen., Sta., Comm. Mgr.....Frank Vale
Chief Engineer.....Robert Waters

KCLV

CLOVIS—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address .....Box 866
Phone Number 4401
News Service .....UP
Transcription Service .....Capitol
Representative .....Pearson
President.....Odis L. Echols
Commercial Mgr.....Evelyn Ganter
Chief Engineer.....Clayton Fuchs

KICA

CLOVIS—1931—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hugh DeWitt Landis
Address.....519 Piles St.
Phone Number 5511
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Station Representative .....Hal Holman
Membership .....BAB, NARTB
Gen., Sta. Mgr.....DeWitt Landis
Commercial Manager.....C. O. Kendrick
Pgm., Pub. Dir.....Harold Cook
Chief Engineer.....M. S. Digger O'Dell

KVBC

FARMINGTON—1951—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Address .....Box 1117
Phone Number 789
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Marvin E. Bowles
Commercial Mgr.....James Montgomery

KGAK

GALLUP—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....E. of Gallup

Phone Number 1300
News Service .....UP
Transcription Service .....Lang-Worth
Station Representative .....McGillvra
Pres., Gen. Mgr.....Merle H. Tucker
Chief Engineer.....Robert Adamson

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KWEW, Inc.
Business-Studio Address.....116 E. Dunnam
Phone Number 3-3137
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Representative .....Taylor
President.....Mrs. Theresa Whitmore
General Manager.....Harry McAdams
Commercial Manager.....Phil McGee
Chief Engineer.....Roy Evans

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....902 N. Main St.
Phone Number 1121
News Service .....UP
President.....M. B. Thompson
General Manager.....L. S. Sleppy
Chief Engineer.....Bruce Pedersen

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710
Phone Number 12
News Service .....UP
Transcription Service .....Standard
Representative.....Hil F. Best
Pres., Comm. Mgr.....Ernest N. Thwaites
Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alvarado Bcstg. Co.
Address .....Community Center
Phone Number 2-4422
Air Time.....Full Time
Representative.....George P. Hollingbery
Transcription Service .....Associated
News Service .....UP
Membership .....BAB
President.....H. W. Wimberly
General Manager.....A. M. Cadwell
Sta., Comm. Mgr.....Bob Porton
Pgm. Dir., Sls. Prom. Mgr....William Spack, Jr.
Publicity Director.....Jack N. Hardwick
Chief Engineer.....John L. Lockhart

KLEA

LOVINGTON—1952

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By...Prosperity Land Bcstg. Co.
Address.....P. O. Drawer 865
Phone Number 8911
News Service .....UP
Transcription Service .....Standard
Representative .....Clyde Melville
Membership .....BAB, NARTB
Owner, Gen. Mgr.....David R. Worley
Sta., Comm., Prom. Mgr.....Butler A. Summer
Program Director.....Jack Heaton
Chief Engineer.....Francis Clements

KENM

PORTALES—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address.....Box 447, Roswell
Phone Number 600
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
President .....Theresa Whitmore
Commercial Manager.....Ed Fitzpatrick
Chief Engineer.....Roy Simmons

KRTN

RATON—1948—MBS
INTERMOUNTAIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 767
Phone Number 875
Air Time.....Full Time
News Service.....UP, INS
Transcription Service .....Standard
Membership .....BAB
Pres., Gen. Manager.....Ernest N. Thwaites
Sta., Comm., Prom. Mgr.....Ray Birch
Chief Engineer.....A. F. Schultz

KBIM

ROSWELL—1953—KBS

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Bcstg. Co.
Address .....Box 525
Phone Number 4848
Representative .....Clark
President.....William C. Taylor

KGFL

ROSWELL—1927—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address.....310 N. Robertson
Phone Number 2000
News Service .....UP
Transcription Service.....Langworth, World
Representative .....Taylor Co.
President.....Mrs. Theresa Whitmore
Sec'y-Treas.....W. E. Whitmore, Jr.

General Manager.....G. F. Roberts
Chief Engineer.....E. C. Rader

KSWS
ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....1723 W. Second
Phone Number 3737
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Meeker, Melville
Owner.....John A. Barnett
General Manager.....J. C. Porter
Station Manager.....John Anderson
Commercial Manager.....Paul B. McEvoy
Chief Engineer.....Ray R. Summersgill

KTRC
SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..J. Gibbs & Bayne A. Spring
Address.....210 E. Marcy St.
Phone Number 3-6335
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Membership .....NARTB
President.....J. Gibbs Spring
Commercial Mgr.....S. C. Horn
Chief Engineer.....Lloyd Storr

KVSF
SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number 3-7319
Transcription Service .....World
Representative .....Weed
President.....A. R. Hebenstreit

Gen., Comm. Mgr.....Ivan R. Head
Chief Engineer.....E. J. Vanderwood

KSIL
SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Bus.-Studio-Transmitter Address..17th & Cactus
News Service .....AP
Representative .....Taylor
Pres., Gen. Mgr.....J. H. Duncan
Chief Engineer.....Wm. Rider

KCHS
TRUTH OR CONSEQUENCES—1946 KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..O. L. and Gladyce P. Dennis
Address .....401 Broadway
Phone Number 161
News Service .....UP
Representative.....Continental Radio Sales
General Manager.....O. L. Dennis
Program Director.....Gladyce P. Dennis
Chief Engineer.....S. J. Woodworth

KTNM
TUCUMCARI—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Quay County Bcstg. Co.
Business Address.....Box 668
Phone Number 100
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Melville
Membership .....NARTB
Gen., Sta. Mgr.....Lloyd Hawkins
Commercial Mgr.....Richard S. Fox
Program Director.....Jack Crandall

NEW YORK

Pop. Feb. 1, 1954 (Est.) 15,872,000 — Families 4,771,000
Radio Homes 4,618,000 — TV Homes 3,912,000 — Stations in State 99

WABY
ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern N. Y. Bcstng.
Business-Studio.....80 Braintree St.
Phone Number 2-3353
News Service .....UP
Representative .....Rambeau
President .....David Kyle
Gen., Sta. Mgr.....Edward L. Trudeau
Comm., Sales Prom. Mgr.....Alix Blake
Chief Engineer.....Tom Stappleton

WOKO
ALBANY—1925—UBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....136 State St.
Phone Number 3-6638
News Service .....AP
Representative .....McGillvra
President, General Mgr.....James T. Healey
Commercial Manager.....Eugene Fitzpatrick
Chief Engineer.....Al Sardi

WPTR

ALBANY—1948

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address.....Hotel Ten Eyck
Phone Number 5-3345
News Service.....AP, UP
Transcr. Service....Associated, SESAC, World
Station Representative.....Weed and Co.
Membership .....BAB
President .....J. Myer Schine
General Manager.. .....Stephen R. Rintoul
Chief Engineer.....W. Russell David

WROW

ALBANY—1947—ABC

Frequency: 590 Kc.....Power: 5,000 Watts d.; 1,000 Watts n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address .....North Greenbush
Phone Number 3-2225
News Service .....UP
Transcription Service .....Thesaurus
Station Representative.....The Bolling Co.
Membership .....NARTB, BAB
General Manager.....Harry L. Goldman
Station Manager.....Isabella Arden
Commercial Manager.....Leo Rosen
Chief Engineer .....Charles Heisler

WCSS

AMSTERDAM—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst.
Business-Studio Address....Upper Locust Ave.
Phone Number 4000
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....BAB, NARTB
President.....Alphonse Di Mezza
General Manager.....Alex Sherwood
Chief Engineer.....Barry Frank

WMBO

AUBURN—1926—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number 2-3511
Newspaper Affiliation .....“Advertiser”
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark
Membership .....NARTB, BAB
President.....William O. Dapping
General Manager.....Frederick L. Keesee
Chief Engineer.....Herbert House

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address....218 East Main St.
Phone Number 715
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr..... Charles L. Snow
Program Director.....Jan Danielson
Chief Engineer..... .....Fred Callendar

WENE

BINGHAMTON—ENDICOTT—1947 ABC

Frequency: 1430 Kc.....Power 5000 Watts

Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
Phone Number 5-3351
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Associated
Representative.....Radio Reps. Inc.
Membership .....NARTB, BAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Sales Prom., Comm. Mgr....Norman F. Flynn
Program Director.....Len Hathaway
Chief Engineer.....Sheldon W. Weyland

WINR

BINGHAMTON—1946—NBC

Frequency: 680 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address..Court House Square
Phone Number 4-4318
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
President .....Donald Kramer
General Manager.....George J. O'Connor
Commercial Manager.....H. R. Nicholson
Pgm., Prom. Dir.....Charles Bishara
Chief Engineer.....A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Freq.: 1360 Kc....Power: 100 Watts d.; 500 n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Add ess.....34 Chenango St.
Phone Number 2-3437
Air Time.....5.30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Commercial Mgr.....Thomas Riley
Program Director.....Wally Buman
Chief Engineer.....Charles Hallinan

WNBF

BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....40 Wall St.
Phone Number.....Binghamton 3-7311
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
General Manager.....Cecil D. Mastin
Commercial Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir.....John Turner
Program Director..... E. M. Scala
Comptroller.....E. W. Farneti
Chief Engineer.....L. H. Stantz

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Newspaper Affiliation..Buffalo Evening News
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Henry I. Christal
Membership .....NARTB, BAB
President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Program Director.....Carl Erickson
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Mohawk 1400
News Service.....AP, UP
Pres., Gen. Mgr.....Roy L. Albertson
Chief Engineer.....Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Newspaper Affiliation.....“Courier-Express”
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard, SESAC
Representative .....Katz
Membership .....NARTB
President.....William J. Conners, III
General Manager.....William Doerr
Commercial Manager.....Carl J. Kirchhofer
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR

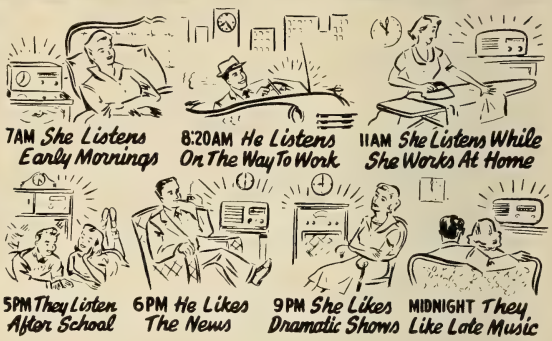
BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Air Time.....5:50 a.m.-1:05 a.m.
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB, BAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen. Mgr.....I. R. Lounsberry
Vice President.....Karl Hoffman
Commercial Manager.....Nat Cohen
Sales Promotion Manager.....R. McPherson
Program Director.....Robert Strigl

SATURATION

GIVES YOU ALL THE AUDIENCE

IN BUFFALO and WESTERN NEW YORK



SO Pitch your sales message at ALL hours
. . . NOT once a week; NOT five times a week . . .
BUT 26 TIMES A WEEK!

WKBW
offers alert advertisers SATURATION!

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW
offers you MORE THAN TWICE AS MANY LISTENERS FOR YOUR DOLLAR!

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW
BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President and General Manager

WKBW
BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone Number.....Grant 5101
Air Time.....5:30 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Clinton H. Churchill
Sales Prom., Pub. Dir.....Dorothy L. Ireland
Sta., Comm. Mgr.....Alfred E. Anscombe
Program Director.....James McGrath
Chief Engineer.....Leroy Fiedler

WWOL
BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone Number.....MO 1200
News Service.....INS, UP
Representative ..... Forjoe
Owner .....Leon Wyszatycki
General Manager.....Ted Wyszatycki
Commercial Manager.....Jack Greenfield
Chief Engineer.....Walter Williams Jr.

WXRA
BUFFALO—KENMORE—1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Address .....Box 85
Phone Number.....AMherst 1160
News Service ....AP
Station Representative.....Wm. G. Rambeau
Gen., Comm. Mgr.....Thaddeus Podbielniak
Sales Prom., Pub. Dir.....Bradley D. Steiger
Program Director.....James J. Frieling
Chief Engineer.....Roger W. Fleming

WCBA
CORNING—1948

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned-Operated By
Wellsboro Corning Broad. Adv. Inc.
Address .....Davis Road
Phone Number 6-6442
News Service.....AP, World
Representative .....McGillvra, Inc.
Pres., Gen. Mgr.....Paul L. Carpenter
Program Director..... .....Gerry Wells
Chief Engineer.....Charles Charnesky

WCLI
CORNING—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Corning, Inc.
Address .....Box 100
Phone Number 6-5421
Transcription Service.....Thesaurus
Station Representative.. .....Meeker
News Service .....AP
Pres., Gen. Mgr.....Gordon M. Jenkins
Sta. Mgr., Prog. Dir.....George P. Droelle
Chief Engineer.....Frank Saia

WKRT
CORTLAND—1947

Frequency: 920 Kc.....Power: 1000 Watts d., 500 n.
Owned-Operated By.....Radio Cortland, Inc.
Bus.-Studio Address.....State Theatre Bldg.
Phone Number 2990
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill, Perna
Membership .....BAB
President.....Leighton A. Hope
General Manager.....William L. Thompson
Chief Engineer.....William Barron

WFCB
DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone Number 7756-7-8
News Service .....UP
Transcription Service.....Thesaurus, World
Station Representative .....Walker
Membership .....NARTB, BAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....B. F. Goodrich
Program Director.....Tiny Hamrick
Chief Engineer.....J. T. Grace

WELM
ELMIRA—1947—CBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
Phone Number 3-5626
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Station Representative ....Meeker
Membership .....NARTB
President.....John S. Riggs
Vice Pres. (Sales).....Keith W. Horton
Vice Pres. (Bcstg.).....Phil Cameron
Program Director.....William Griffiths
Chief Engineer.....Arthur French

WENY
ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number 5181
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Everett & McKinney
Membership .....NARTB, BAB
General Manager.....Dale L. Taylor

the WHLI long island story

Strong LOCAL Programming Gives Audience Domination to WHLI In the Major Long Island Market

- Familiar good music Long Islanders prefer
- LOCAL Long Island—national—international news
- Railroad—bus—school and industrial plant information
- LOCAL special events—editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather—boating—fishing—beach and garden reports

WHLI "THE VOICE OF LONG ISLAND" has a larger daytime audience in the big booming major Long Island Market than any network or combination of independents . . . (Conlan)

WHLI AM 1100 FM 98.3

HEMPSTEAD
LONG ISLAND. N. Y.
Paul Godofsky, Pres.
Represented by Rambeau

the voice of long island

Sales Manager.....Ellis Erdman
Program Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-1400
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr. & Chief Engineer
Harry H. Carman
Commercial Manager.....Murray C. Evans
Program Director.....A. Cheesman
Promotion Mgr.....Herbert Clock

WOSC

FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....Pontiac Hotel, Oswego
Phone Number .....Fulton 2-2255
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Station Representative .....Devney
Pres., Gen. Mgr.....A. L. Richardson
Station Manager..... ...N. A. Dukes
Program Director.....Edward Reich
Chief Engineer.....Robert N. Blair

WGVA

GENEVA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone Number 6691
Air Time.....Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....Lang-Worth
Membership .....BAB
President.....M. R. Forman
General Manager.....Thomas L. Brown
Program Director.....Alex Lamutis
Chief Engineer.....R. Carleton Greene

WWSC

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone Number 2-6518
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....BAB
President .....Louis Brown
Gen., Comm. Mgr.....Martin Karig
Program Director.....Carl Mattison
Chief Engineer.....Joseph Thomas

WENT

GLOVERSVILLE—1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number 4-7175
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Gill, Perna
President .....George Bissell
General Manager.....J. L. Brownell, Jr.
Program Director.....Lloyd Howell
Chief Engineer.....Richard Stewart

WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
News Service .....UP
Transcription Service.....Associated, World, Thesaurus
Representative .....Rambeau
Membership .....BAB
Pres., Gen. Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
Publicity Director.....George Ball
V.P., Chief Engineer.....Frank E. Knaack

WLEA

HORNELL—1951—MBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....P. O. Box 450
Phone Number 1420
News Service .....UP
Transcription Service .....Capitol
Representative .....Gill, Perna
Membership ..... BAB
Pres., Gen. Mgr.....Charles D. Henderson
Publicity Director.....Blanche Stuart Scott
Chief Engineer.....George W. Stidstone

WWHG

HORNELL—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Pres., Gen. Mgr.....Louis G. Buisch
Station Manager.....Donald J. Curran
Chief Engineer.....Howard Huff

WHUC

HUDSON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address .....Union Turnpike
Phone Number.....HU 8-3341
News Service .....UP

Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Chief Engineer.....Charles Weiler

WGSM

HUNTINGTON—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Phone Number.....Huntington 4-6740
News Service .....UP
Station Representative.....Robert Keller
Transcription Service .....World
Membership .....BAB
President.....Byron T. Sammis
Gen., Sta. Mgr.....Edward J. Fitzgerald
Program Director.....Don Daily
Publicity Director.....Estelle Sammis
Chief Engineer.....William Naramore

WHCU

ITHACA—1940—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number 4-6301
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Michael R. Hanna
Commercial Mgr.....Earl S. Cobey
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....True McLean

WJOC

JAMESTOWN—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Phone Number 5-108
Air Time .....5:55 a.m.-12 M.
News Service .....AP
Representative .....Gill-Perna
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....Harold P. Kane
Program Director.....William Winn,
Commercial Manager.....Richard F. Rose
Chief Engineer.....Burton O. Waterman

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Phone Number 7-151
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Associated, McGregor
Representative .....Taylor
Membership .....NARTB, BAB
President.....Jay E. Mason
Gen.-Sta.-Comm. .....Simon Goldman
Program Director.....George Pfleeger
Publicity Dir.....Jess Price
Chief Engineer.....Harold J. Kratzert

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Air Time.....Full Time
News Service .....UP
Representative .....Meeker
Membership .....BAB, NARTB
President.....Joseph K. Close
General, Station Mgr.....Robert M. Peebles
Program Director.....Ernest Ward
Publicity Director.....Richard McCarthy
Chief Engineer.....Carl Egolf

WVOS

LIBERTY—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Phone Number 1680-1
Air Time .....6:58 a.m.-12 M.
News Service .....UP
Pres., Gen. Mgr.....S. D. Lubin
Commercial Mgr.....H. G. Borwick
Chief Engineer.....Robert Gessner

WLFH

LITTLE FALLS—1952—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio City Bcstrs.
Address.....S. 2nd St.
Phone Number 654
News Service .....AP
Representative .....McGillvra
President.....Arthur Feldman
Vice-President.....Robert Feldman
Gen. Mgr., Comm. Mgr.....James M. Bryant
Chief Engineer.....Henry Darco

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Phone Number 3-5944
News Service .....AP
Transcription Service .....World
Newspaper Affil.....“Union Sun & Journal”
Representative .....Gill, Perna
Membership .....NARTB
President .....Egbert D. Corson
Gen., Sta. Mgr.....Jack Gelzer
Chief Engineer.....Richard Weatherbee

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Trans. Address.....Malone Radio Center
Phone Number 187
Air Time .....7 a.m.-11:15 p.m.
News Service .....UP
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Tackley
Program Director.....Donald J. Payo
Chief Engineer.....John Gilchreist

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number 990
Air Time.....6:15 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Weed
Membership .....NARTB, BAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....Michael Tarkulich

WALL

MIDDLETOWN—1942

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone Number.....Middletown 3119
News Service .....AP
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Charles B. Lissner

WGNY

NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number.....Newburgh 4600
News Service .....AP
Membership .....BAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Joseph Rake
Chief Engineer.....Marvin S. Seimes

WNRC

NEW ROCHELLE—1953

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By....Radio New Rochelle, Inc.
Address.....411 Fifth Ave.
Phone Number.....New Rochelle 6-0800
News Service .....AP
President.....James A. Iodice
Sta. Mgr., Chief Eng.....Morton Morrison
Program Director.....Kenneth Johnston

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Phone Number.....SU 7-5000
Air Time .....24 hours
News Service.....AP, INS
Representative.....Edward Petry & Co.
President .....Robert E. Kintner
Vice-Pres., Gen. Mgr.....Ted Oberfelder
Commercial Manager.....Mike Renault
Publicity Director.....Miles Eiten
Program Manager.....Myrtle Tower
Sales Prom. Mgr.....Willis Parsons
Chief Engineer.....John Bourcier

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
News Service .....AP
Transcription Service .....SESAC
Representative .....King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Production Director.....Frank Johnson

WCBS

NEW YORK—1924—CBS RADIO

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Capitol
Representative.....CBS Radio Spot Sales
Membership .....BAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Manager.....Henry Untermeyer
Sales Service Manager.....Mike Campbell
Sales Prom. Mgr.....Don Foley
Program Director.....Sam Slate
Public Affairs Dir.....D. Gordon Graham
Publicity Director.....Milton Rich

WHOM
WHOM
NOW 8 HOURS IN SPANISH
ALL THE STARS
ARE ON WHOM
NEW YORK'S FOREMOST
FOREIGN LANGUAGE
STATION
1480
The Il Progresso Station
ATLANTIC BROADCASTING COMPANY, INC.
136 WEST 52nd STREET, NEW YORK 19, N. Y.

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
News Service.....AP
President.....Adolph Held
Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program Director.....George Field
Chief Engineer.....Charles Brown

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
News Service.....UP
President.....Fortune Pope
V.P., Chge. Sales.....Charles Baltin
Program Director.....Ralph Constantino
Chief Engineer.....George Steiger

WINS

NEW YORK—1926

Frequency: 1010 Kc.....Power. 50,000 Wtts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....28 W. 44th St.
Phone Number.....BRyant 9-6000
News Service.....INS, UP
Transcription Service.....Associated
President.....J. Elroy McCaw
Gen. Mgr.....Robert Leder
Commercial Mgr.....Harry G. Kirwan
Program Director.....Robert Smith
Chief Engineer.....Paul von Kunitz

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone Number.....ORegon 9-2720
News Service.....AP
Representative.....Forjoe
President.....Morris S. Novik
Gen.. Sta. Mgr.....Harry Novik
Program Director.....Nat Rudich
Chief Engineer.....John J. Bubbers

(See Page 508)

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
News Service.....AP
Transcription Service.....World
Representative.....AM Radio Sales
President.....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
News Service.....UP, AP
Representative.....Radio Reps.
Director.....Bertram Lebhar, Jr.
General Manager.....Frank Roehrenbeck
Sales Manager.....Arthur M. Tolchin
Program Director.....Raymond Katz
Chief Engineer.....Paul Fuelling

WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership.....NARTB, BAB
President.....Sylvester Weaver
General Manager.....Hamilton Shea

WHY ADVERTISERS RENEW CONTRACTS
with
WEVD AM 1330 K.C. 5 K.W.
FM 97.9 20 K.W.

For more than twenty years some of the foremost national and local advertisers have renewed their contracts with WEVD to reach the Jewish population of the New York Metropolitan area.

Here they find an amazing market of vast buying power, represented by more than 600,000 families with a population exceeding 3,000,000.

To this adult listening audience WEVD's selected cultural, educational and entertainment features in Jewish and in English are an eager "must" on the dial.

Through the years advertisers have proved the loyalty of WEVD's unique audience . . . it stays tuned to WEVD . . . it responds quickly to quality . . . it has the means to buy.

That is the ONLY reason why sponsors renew their WEVD contracts year after year.

Advertisers who wish to cover the Metropolitan New York area need the voice of WEVD. Send for Your copy of the distinguished roster of
WHO'S WHO AMONG WEVD's SPONSORS

All Programs Broadcast on AM and FM Simultaneously

Henry Greenfield, *Managing Director*
W E V D 117-119 West 46th Street
New York 36, N. Y.

A carbon copy is never quite as good as the ORIGINAL

A carbon copy is never quite as good as the ORIGINAL

the original...

WNEW

1130 | ON YOUR DIAL

565 Fifth Avenue, New York 17, N. Y.

Commercial Manager.....George Stevens
Promotion Mgr.....John Hurlbut
Program Director.....Richard Pack
Publicity Mgr.....Bill Anderson
Chief Engineer.....Gerald Sellar

WNEW

NEW YORK—1934

Frequency: 1130 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Air Time.....24 Hours
Transcription Service.....Lang-Worth
Representative.....John Blair
President.....William S. Cherry, Jr.
Exec. V.P., Gen. Mgr.....Bernice Judis
V.P., Sales Director.....Ira Herbert
Promotion Manager.....Kenneth Klein
Program Director.....William Kaland
Co-ordinator of Operations.....John Jaeger
Chief Engineer.....Max Weiner

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Associated
Representative.....H-R Reps.
Membership.....NARTB, BAB
President.....Thomas F. O'Neil
General Manager.....Gordon Gray
Director of Sales.....Robert Mayo
Sales Prom. Mgr.....Robert Sullivan
Program Director.....Lawrence Menkin
Publicity Manager.....Richard Jackson
Chief Engineer.....Charles Singer

(*See Page* 298)

The Red Cross Needs

Your Unstinting Assistance

GIVE!

WLIB

1000 WATTS "1190 ON THE DIAL"

THE ONLY STATION IN N. Y. WITH STUDIOS IN HARLEM.

MORE NEGRO LISTENERS IN A.M. THAN ANY OTHER N. Y. STATION—PULSE

PROGRAM

NEGRO TIME { 6:30 A.M. to 12 Noon / 5:30 P.M. to sign off

RHYTHM AND BLUES • SPIRITUALS
32 COMMUNITY NEWS PROGRAMS
SPECIAL EVENTS, JAZZ, POPS, ETC.

ANGLO-JEWISH TIME — 4 to 5:30 P.M.

WLIB

"1190 ON THE DIAL"

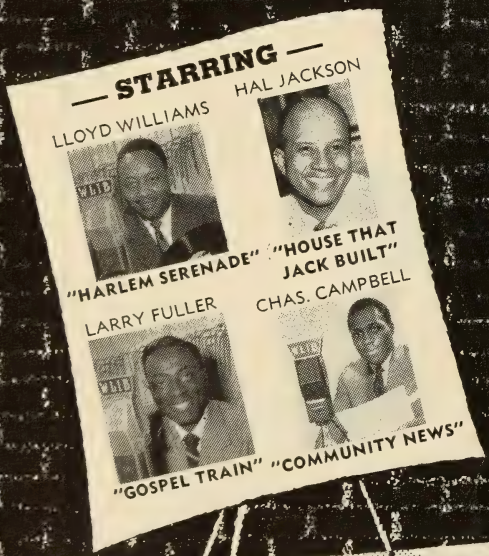
POWERFUL NEW TRANSMITTER
ON AIR FEBRUARY 15, 1954
WALTER WHITE SHOW
SYNDICATED NATIONALLY

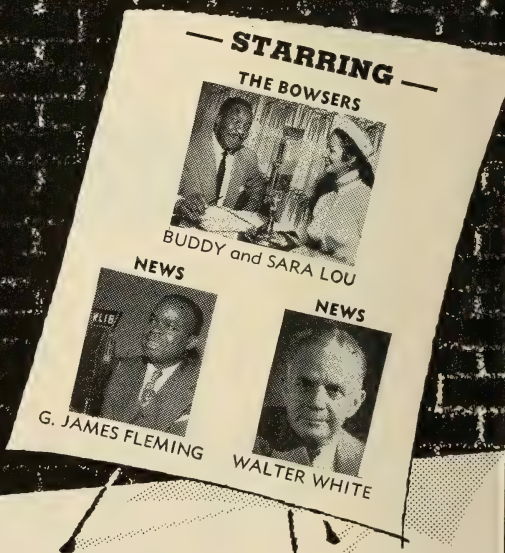
NEGRO POPULATION OF GREATER NEW YORK IS 1,012,883—CENSUS

WLIB

"1190 ON THE DIAL"

ALSO SERVING 700,000 ENGLISH-SPEAKING JEWISH FAMILIES — COST 7½ CENTS PER 1000 LISTENERS — PULSE





HARRY NOVIK

General Manager — 207 East 30 St., N. Y. 17, N. Y.

PHONE: ORegon 9-2720

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS

☆

PUBLICATIONS

☆

ORGANIZATIONS

☆

TALENT AGENCIES

☆

FM RADIO STATIONS

☆

AM RADIO STATIONS

☆

NEWS ASSOCIATIONS

☆

TELEVISION STATIONS

☆

PROGRAM PRODUCERS

☆

RECORDING COMPANIES

☆

ADVERTISING AGENCIES

☆

TRANSCRIPTION COMPANIES

☆

STATION REPRESENTATIVES

The Italian Influence

In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

Let WOV show you how to direct this influence to the profit of the product you advertise.

One of America's Important Stations

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Air Time .....21 hrs.

News Service .....AP
Transcription Service Standard....MacGregor
Representative .....Pearson
President.....Richard E. O'Dea
General Manager.....Ralph N. Weil
Commercial Manager.....Joseph N. Curl
Sales Promotion Mgr.....Carroll Forbes
Program Director.....Arnold Hartley
Chief Engineer.....Emile Hill

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 500-501

Why WQXR is more than a radio station to 600,000 families

It's because WQXR means something very special and personal to its listeners.

It's because WQXR provides New York's *only* consistent source of good music. It's because WQXR's listeners tune to it as a *station,* not just for a special program.

It's all summed up by the reaction you get whenever you mention WQXR: "Oh, that's my *favorite* station!"

This very personal listener loyalty brings very generous results to WQXR advertisers. This year nearly 300 of them have found out how the nation's No. 1 good music station in the nation's No. 1 market pays off in more sales for them. Let us tell you more!

WQXR AM · FM

The Radio Station of The New York Times

"Always the Best in Music"

229 West 43 Street • New York 36, N. Y. • LA 4-1100

WQXR
NEW YORK—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone Number.....LA. 4-1100
News Service.....N. Y. Times (Owner)
Transcription Service.....Associated, SESAC
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Chief Engineer.....L. J. Kleinklaus

WHLD
NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number.....8421
News Service.....UP
Transcription Service....Associated, Standard
Representative.....Headley-Reed
Membership.....NARTB
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Chief Engineer.....Robert Wilson

WJJL
NIAGARA FALLS—1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John J. Laux
Phone Number.....5266
News Service.....UP
Transcription Service.....SESAC
Representative.....Pearson
Gen., Comm. Mgr.....Tom W. Talbot
Program Director.....Helen Tubbs
Chief Engineer.....Gustav Czaplak

WCHN
NORWICH—1952

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Phone Number.....4-2218
News Service.....UP
Pres., Gen. Mgr.....William J. Hall
Pub. Dir., Comm. Mgr.....G. R. Perkins
Chief Engineer.....William M. Bush

WSLB
OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone Number.....500
News Service.....UP
President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL
OLEAN—1929—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone Number.....4149
Newspaper Affiliation.....Times Herald
News Service.....AP
Transcription Service.....Associated
Representative.....Everett & McKinney
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.....John R. Henzel
Commercial Manager.....James F. Hastings
Program Director.....Donald W. Merriman
Chief Engineer.....Parker H. Vincent

WDOS
ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ottoway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone Number.....2470
Air Time.....6 a.m.-M.
News Service.....UP
Newspaper Affiliation.....Daily Star
Transcription Service.....Associated
Representative.....Radio Reps.
Membership.....BAB
President.....James H. Ottaway
Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves
Program Director.....Howard Atwell
Chief Engineer.....Wiley Bates

WKBS
OYSTER BAY—1948

Frequency: 1520 Kc. ....Power: 250 Watts d.
Owned-Oper. By.....Key Bdcstg. System Inc.
Phone Number.....Oyster Bay 6-2500:
News Service.....UP
Transcription Service.....MacGregor
Pres., Gen. Mgr., Chief Engr.
R. Lee Hollingsworth

WALK
PATCHOGUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Phone Number.....Patchogue 3-0408
News Service.....AP
Newspaper Affiliation.....Suffolk Cons. Press
Transcription Service.....Associated, Capitol
Membership.....NARTB
Pres., Gen. Mgr.....Nils E. Segerdahl
Vice-President.....W. K. Macy, Jr.
Chief Engineer.....George Chandler

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Patchogue Bcstg. Co.
Address.....2 E. Main St.
Phone Number.....Patchogue 3-4600
News Service .....UP
Pres., Gen. Mgr.....Lee Morrison
Sta., Comm. Mgr.....Herbert Morrison
Sales Prom. Mgr.....Don Lombardy
Program Director.....Stan Allan
Chief Engineer.....Morton Morrison

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Highland Bcstg. Corp.
Trans. Address.....Radio Terrace
Phone Number.....Peekskill 7-1124
News Service .....UP
Transcription Service.....SESAC, World
Membership .....NARTB
President.....Peter C. Housekeeper
General Manager.....Irving E. Cottrell
Comm., Sales Prom. Mgr.....Francis Lough

1000 W **WEAV** 960 KC

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .
. . . a fast growing, fertile market for your product's sales.
. . . a natural test market.
Retail Sales Almost Tripled in 10 Years

250 W **WENT** 1340 KC

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

WENT means consistently high listenership and best results for advertisers.
WENT can sell the rich Gloversville-Johnstown area for you.

GILL-PERNA, INC.
National Representative

WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Plattsburg Bcstg. Corp.
Studio Address.....153 Margaret St.
Phone Number 1600
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George F. Bissell
Program Director.....Ray Turner
Commercial Mgr.....Jack Charles
Chief Engineer.....Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. ....Power: 250 Watts
Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address ....301-03 Cornelia St.
Phone Number.....Plattsburg 2800
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....W. S. Grant Co., Inc.
Membership .....NARTB, BAB
Pres., Gen., Comm. Mgr. .....Joel H. Scheier
Sales Prom. Mgr.....Martin D. Mannix
Program Director.....Betty Kraus
Chief Engineer .....John M. Nazak

WDLC

PORT JERVIS—1953

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Port Jervis Bcstg. Co.
Address .....Horn Road
Phone Number 3-3311
Representative .....Cooke
President.....William H. Ware
General Manager.....Ernest C. Walker
Commercial Mgr.....Oscar Wein
Program Director.....Henry Schwartz
Chief Engineer.....Herbert Stein

WEOK

POUGHKEEPSIE—1949

Frequency: 1390 Kc....Power: 1000 Watts, d.
Owned-Operated By...Mid-Hudson Bcsts. Inc.
Business-Studio Address.....385 Main St.
Phone Number 8300
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Everett-McKinney
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Arthur J. Barry, Jr.
Chief Engineer.....John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dutchess County Broadcasting Corp.

Business-Studio Address.....Box 889
Phone Number 6800
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Richard A. Dwelley
Program Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WBBF

ROCHESTER—1947—MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....HAmilton 8920
Air Time.....Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....Thesaurus
President.....Thomas L. Brown
Commercial Mgr.....Lloyd B. Gibson
Sales Prom. Mgr.....Claude Johnstone
Program Director.....Nick Nickson
Chief Engineer.....Vinent Lopopolo

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
Sta., Gen. Mgr.....William Fay
Commercial Manager ...John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Publicity Director.....Terry David
Chief Engineer.....Kenneth Gardner

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
News Service .....AP
Representative .....Everett McKinney
Membership .....NARTB, BAB
President.....Frank E. Gannett
General Manager.....Glover Delaney
Commercial Manager....Le Moine C. Wheeler
Program Director.....William J. Adams
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Rochester Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
News Service .....AP
Transcription Service.....Associated, etc.
Representative .....Stars Natl.
Membership .....NARTB, BAB
President.....S. J. Bachman
Gen., Sta. Mgr.....J. A. Shefrin
Program Director.....Fred Bethel
Chief Engineer.....H. E. Kane

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
News Service .....INS
Representative .....Walker
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill

WVET

ROCHESTER—1947—ABC

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Veterans Bdcstg. Inc.
Address .....17 Clinton Ave So.
Phone Number ..... HAmilton 4820
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....The Bolling Co., Inc.
Pres., Gen. Mgr., Chf. Engr.....Ervin F. Lyke

ROCHESTER, NEW YORK
THE BEST IN MUSIC

AM — All Day Long
FM — All Day & Evening

5 MUSIC LIBRARIES

1. Thesaurus
2. Standard
3. Associated
4. Sesac
5. Capitol

Jack Shefrin — General Manager
Fred Bethel — Program Director

A BACHMAN ENTERPRISE

"Rochester's Prestige Station"

Nationally Represented By STARS NATIONAL, INC.

1ST

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22/72 periods
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYRACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

Radio Sales Mgr. . . . . Elmer J. Walz
Gen. Sales Mgr. . . . . Arthur Murrellwright
Program Director . . . . . Paul C. Louther

WKAL

ROME—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . Copper City Bcstg. Corp.
Business-Studio Address . . Capitol Theatre Bldg.
Phone Number 3616-7
Air Time . . . . . 6:30 a.m.-12 M.
News Service . . . . . UP
Transcription Service . . . . . Lang-Worth
Representative . . . . . Rambeau
Membership . . . . . BAB
President . . . . . Myron J. Kallet
General Manager . . . . . Charles King
Commercial Manager . . . . . Joseph Trela
Program Director . . . . . Louis Barile
Chief Engineer . . . . . James Delaney

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Upstate Bcstg. Corp.
Business-Studio Address . . . . . 88 Main St.
Phone Number 1320
Air Time . . . . . 7:15 a.m.-11:15 p.m.
News Service . . . . . AP
Transcription Service . . . . . World
Representative . . . . . Wm. G. Rambeau
Membership . . . . . NARTB
Pres., Gen. Mgr. . . . . Jacques DeMattos
Chief Engineer . . . . . H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc. . . . . Power: 50,000 Watts
Owned-Oper. By . . . . . General Electric Co.
Business-Studio Address . . . . . 1 River Rd.
Phone Number . . . . . Schenectady 7-2261
Air Time . . . . . Unlimited
News Service . . . . . AP, UP
Transcription Service . . . . . Thesaurus
Representative . . . . . Henry I. Christal
Membership . . . . . NARTB, BAB
General Manager . . . . . R. B. Hanna, Jr.
Station Operations Mgr. . . . . R. W. Welpott
Supervisor of Sales . . . . . Robert F. Reid
Promotion Mgr. . . . . James Cobb
Spvr. of Programs . . . . . A. G. Zink
Mgr. of Engineering . . . . . W. J. Purcell

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . . Western Gateway Bcstg.
Business-Studio Address . . . . . 619 State St.
Phone Number 3-3622
News Service . . . . . AP
Transcription Service . . . . . Lang-Worth
Membership . . . . . BAB
President, Gen. Mgr. . . . . Winslow Leighton
Comm., Sls. Prom. Mgr. . . . . Thomas Seeley
Chief Engineer . . . . . Irving P. Beck

WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc. . . . . Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By . . . . . WAGE, Inc.
Business-Studio Address . . . . . Loew Bldg.
Phone Number 2-0277
Air Time . . . . . Full Time
News Service . . . . . AP
Representative . . . . . O. L. Taylor
Pres., Gen. Mgr. . . . . Frank G. Revoir
Commercial Mgr. . . . . L. N. Parmentier
Program Director . . . . . George Drisko
Chief Engineer . . . . . Donald F. Langham

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc. . . . . Power: 5000 Watts
Owned-Oper. By . . . . . Onondaga Radio Bcstg.
Bus.-Studio Address . . . . . 433 S. Warren St.
Phone Number 2-1147
Air Time . . . . . Full Time
News Service . . . . . UP
Representative . . . . . Free & Peters
Membership . . . . . NARTB, BAB
President . . . . . Oscar F. Soule
General Manager . . . . . Samuel Woodworth
Commercial Mgr. . . . . Charles Phillips
Sales Prom. Mgr. . . . . Lennox White

WNDR

SYRACUSE—1946

Frequency: 1260 Kc. . . . . Power: 5000 Watts
Owned-Oper. By . . . . . Syracuse Bcstg. Corp.
Address . . . . . Box 1212
Phone Number 72-3366
Gen., Sta. Mgr. . . . . Arthur C. Kyle, Jr.
Comm., Prom. Mgr. . . . . Melvyn Silvieus

WOLF

SYRACUSE—1940

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Civic Bcstg. Corp.
Bus.-Studio Address . . . . . Kirkpatrick & Van
Rensellear Sts.
Phone Number 2-7211
Air Time . . . . . Full Time
Transcription Service . . . . . Standard
Representative . . . . . Walker
President, General Mgr. . . T. Sherman Marshall
Sta. Mgr., Prog. Dir. . . . . Hamilton M. Woodle
Chief Engineer . . . . . Don Muir

WSYR

SYRACUSE—1926—NBC

Frequency: 570 Kc. . . . . Power: 5000 Watts
Owned-Operated By . . . . . Central N. Y. Bcstg.
Phone Number . . . . . SY 3-7111
Bus.-Studio Addres . . . . . 224 Harrison St.
Air Time . . . . . 5 a.m.-M.
News Service . . . . . UP
Transcription Service . . . . . Lang-Worth
Representative . . . . . Headley-Reed

Membership .....NARTB, BAB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Director of Sales.....W. R. Alford, Jr.
Sales Prom. Mgr.....Thomas McCollum
V.P., Pgm. Dir.....Bill Rothrum
V.P., Chief Engineer.....Armand Bell Isle

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone No. ....Albany 4-2500, Ashley 4-1100
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol
Representtaive .....Headley-Reed
Membership .....NARTB, BAB
President.....H. C. Wilder
General Manager.....W. W. Carter
Commercial Manager.....E. M. Sleighel
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
Program Director.....Randolph English
Chief Engineer.....A. H. Chismark

WGAT

UTICA—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Central Bcstg. Co.
Phone Number 2-9231
President.....J. Eric Williams
General Manager.....John C. Davies
Chief Engineer.....William Routh

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address .....First Bank Bldg.
Phone Number 2-2101
News Service .....UP
Transcription Service .....World
Reps.....Colton, Bannan, Biddick, Clark
Membership .....NARTB, BAB
Pres., Gen. Mgr. ...Mrs. Margaret B. Stevens
Exec. V.P., Sta. Mgr., Pgm. Dir...Elliott Stewart
Production Director ....Betty Cushing Griffin
Comm. Mgr., Pub. Dir.....Nathan W. Cook
Merchandising Mgr.....F. C. Bowen
V.P., Secretary .....Gladys P. Moore
Chief Engineer .....John T. Dowdell

WRUN

UTICA—ROME—1948—ABC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....136 N. James St.
Phone Number 4-2245
Representative .....Avery-Knodel
President.....Bradley C. Barnard
General Manager.....Fritz S. Updike

"I'm on the switchboard at Station WTRY

. . . know what they're all talking about? 1953 was the best year for WTRY sales, also WTRY leads 45 of 72 daily ¼ hours,* and the WTRY audience has increased: 12% over 1952 in the daytime, 26% over 1952 in the night time. Oh, yes! Retail sales per home in Albany, Troy and Schenectady are over 50% above national average . . .

Worth talking about, isn't it?

This is WTRY, the CBS Radio Network"

* Pulse, Oct. '53

Program Director.....Edward M. Stemmler
Sta., Comm. Mgr.....Richard A. Clark
Chief Engineer.....George S. Woods

WDLA
WALTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Address.....Bear Spring Mt.
Phone Number.....1270
Representative.....Rambeau
Pres., Gen. Mgr.....E. Ogden Bush
Chief Engineer.....Robert Devine

WATN
WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Phone Number.....2424
Transcription Service.....Standard, SESAC
Membership.....NARTB
Pres., Gen. Mgr.....G. Harry Righter

WWNY
WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Phone Number.....4120
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....Weed
Membership.....NARTB, BAB

President.....John B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.
Chief Engineer.....M. B. Davis

WFAS
WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....8 Church St.
Phone Number.....White Plains 9-6400
Air Time.....Unlimited
News Service.....AP
Trans. Service....Associated, Capitol, SESAC
Representative.....Headley-Reed
Membership.....NARTB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
Program Director.....Randall Kaler

WWRL
WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone Number.....DE 5-1600
Air Time.....Full Time
News Service.....AP
Transcription Service.....Associated, SESAC
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Chief Engineer.....Benton R. Bartlett

In WESTCHESTER

a $¾ billion market
equivalent to the
37th state

Agency-placed business on
WFAS increased

214%

in '53 over '52.

The answer is proven audience
penetration. Ask for a copy
of current surveys.

WFAS and WFAS-FM

8 Church Street
White Plains, N. Y.

Represented by
Headley-Reed Company

WWRL

New York
5,000 WATTS

Powerfully Selling America's Greatest
Market at the Lowest Cost

TOPS in New York
for the
NEGRO MARKET
SPANISH
GERMAN

1600 Kc DEfender 5-1600

NORTH CAROLINA

Pop. Feb. 1. 1954 (Est.) 4,224,000 — Families 1,130,000
Radio Homes 984,000 — TV Homes 398,000 — Stations in State 107

WRCS

AHOSKIE—1948—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone Number 3101
News Service .....UP
Transcription Service .....World
President.....Charles H. Jenkins
Gen., Comm. Mgr.....P. G. Sewell
Program Director.....Bill Smith
Chief Engineer.....W. G. Barnes

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Box 226
Phone Number 1100
News Service .....AP
Representative .....Dodson
President.....S. R. Williams
General Manager .....W. J. Page
Commercial Manager.....J. T. Newman
Program Director.....L. W. Kinard
Chief Engineer .....J. D. Brooks

WGWR

ASHEBORO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number 2187
News Service .....UP
Transcription Service.....Thesaurus
Membership .....BAB
President .....Roy Cox
Gen., Sta., Comm., Prom. Mgr....J. R. Marlowe
Program Director.....A. B. Brown
Chief Engineer.....W. H. Trogdon

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc.....Power: 5000 W. d.-1000 n.
Owned-Operated By..Radio Station WISE, Inc.
Address.....100 College St.
Phone Number 3-5381-3
Air Time ..... Unlimited
News Service .....AP
Representative .....Bolling Co.
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Program Director.....Dick Harshaw
Publicity Dir.....Skeeter Moore
Chief Engineer .....John Randolph

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address....Battery Park Hotel
Phone Number 2-2431
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Venard, Inc.
Executive Vice President.....Charles B. Britt
Production Mgr.....Charles E. Newcomb
Commercial Mgr.....Bradley H. Roberts
Program Director.....R. Fred Brown Jr.
Chief Engineer.....C. Sumner

WSKY

ASHEVILLE—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number 3-4451
Air Time.....5:30 a.m.-M.
News Service .....AP
Representative .....Rambeau
Pres., Gen., Sta. Mgr.....Zeb Lee
Commercial Manager.....Hal Edwards
Sls. Prom. Mgr., Pub. Dir.....J. W. Young
Chief Announcer.....Henry Varner
Chief Engineer.....Bill Clements

WWNC

ASHEVILLE—1927—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5611
Air Time.....Full Time
Newspaper Affiliation.....Asheville Citizen-Times
News Service.....AP, UP
Transcription Service..Associated, Thesaurus
Representative .....Headley-Reed
Membership .....NARTB, BAB
President.....Don S. Elias
Gen., Sta., Prom. Mgr.....Cecil B. Hoskins
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WATA

BOONE—1950—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Phone Number 467
News Service .....AP
President.....Doris B. Brown
General Manager.....Roland Potter
Commercial Manager.....Ralph Tugman

Program Director.....Dwight Larick
Chief Engineer.....Bob Daugherty

WPNF

BREVARD—1950—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
Phone Number 3-2611
News Service .....AP
News. Affil.....“Transylvania Times”
Representative.....Continental Radio Sls.
President.....Ed M. Anderson
Gen., Comm. Mgr.....Jack Hammette
Sales Prom. Mgr.....John Dellinger
Chief Engineer.....William Pascal

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Operated By.Alamance Bcsta. Co., Inc.
Business-Studio Address.....318½ S. Main St.
Phone Number 6-6376
News Service .....AP
Transcription Service .....Associated
Membership .....NARTB
General Manager.....E. Z. Jones
Commercial Manager.....Robert Ray
Program Director.....Ed Brooks
Chief Engineer.....Berry Tysor

WFNS

BURLINGTON—1946—TOBACCO

Frequency: 1150 .....Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address.....113 W. Andrews St.
Phone Number 4261
News Service .....UP
Transcription Service .....World
Representatives.....Sears & Ayer, Clayton
President.....L. E. Neese
Gen., Sta. Mgr.....G. C. Starnes
Comm., Prom. Mgr.....Wally Mack
Program Director.....Frank Candelario
Chief Engineer .....Charles D. Chandler

WCHL

CHAPEL HILL—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Village Bcstg. Co.
Address .....Box 338
Phone Number 9-2261
News Service .....AP
Transcription Service.....Langworth, SESAC
Pres., Gen. Mgr.....R. McClamroch, Jr.
Commercial Mgr.....Harold L. Nall
Program Director.....C. Scott Jarrett
Chief Engineer.....Fritz Thurston

WAYS

CHARLOTTE—1942—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....3229 S. Blvd.
Phone Number 3-7173
Air Time.....Full Time
News Service .....UP
Representative .....Bolling Co.
Membership .....NARTB
President.....George W. Dowdy
Gen., Sta. Mgr.....J. P. Poston
Sales Prom., Pub. Dir.....Don Matney
Chief Engineer .....B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By...Jefferson Standard Bdcstg.
Address .....Wilder Building
Phone Number 3-8833
Air Time.....Full Time
News Service .....AP, UP
Transcription Service .....World
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
President .....J. M. Bryan
General Manager.....Charles H. Crutchfield
Asst. Vice-President.....Robert Covington
Program Director.....William Melson
Publicity Director.....Nelson Benton
Chief Engineer .....M. J. Minor

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Charlotte Radio & TV Corp.
Business Address.....2520 Toomey Ave.
Phone Number.....2-6669, 5-4829
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Gen. Mr.....Francis M. Fitzgerald
Promotion Manager.....John G. Surratt
Commercial Mgr.....Ray Ervin
Program Director.....C. E. Friar
Sales Promotion Mgr.....James Fokes
Chief Engineer.....S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....Liberty Life Bldg.
Phone Number 6-3511
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President.....B. C. Hipp
General Manager.....G. R. Shafto
Managing Director.....Guy Vaughan
Program Director.....Fred Vinroot
Chief Engineer.....John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.

Phone Number 2-7138
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB, BAB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sls. Prom. Mgr., Pub. Dir...Charles M. Marshall
Program Director.....Armand F. Bodie
Chief Engineer.....L. L. Caudle, Jr.

WRRZ

CLINTON—1947

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WRRZ, Inc.
Bus.-Studio Address.....Butler Bldg.
Phone Number 2354
President.....W. R. Roberson, Sr.

WEGO

CONCORD—1943

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone Number 2-6000
News Service .....AP
President.....A. W. Huckle
General Manager.....Elizabeth Huckle
Pgm., Comm. Dir.....Howard McCurry
Chief Engineer.....Kenneth R. Kennedy

WCKB

DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone Number 3133-4
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BAB
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....E. L. Burwell
Publicity Director.....Hershell Barbour
Chief Engineer .....Joseph Kotlas

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number 6155
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
President.....C. C. Council
V.P., Gen. Mgr.....J. Frank Jarman
Office Manager.....Sue Germino
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer .....G. W. Bartlett

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address .....Box 1168
Phone Number 6919-6910
Air Time .....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
President .....Tom Sawyer
General Manager.....Wm. Kirby
Program Director.....C. Cook
Chief Engineer .....Edward Norman

WTIK

DURHAM—1946—ABC

Frequency: 1310 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Durham Bcstg Enter., Inc.
Address.....205½ W. Main St.
Phone Number 6101
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....H. L. Duncan
Station Manager.....Floyd Fletcher
Commercial Mgr.....Mike Thompson
Program Director.....Ed Coles
Chief Engineer.....Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....E. Colonial Ave.
Phone Number 4370
President.....Joseph A. Gill

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Box 426
Phone Number 4371,-2
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....BAB
President.....C. Alden Baker
Commercial Mgr.....Ray Jones, Jr.
Prom., Pub. Dir.....Don Owens
Program Director.....Gene Marshall
Chief Engineer.....Goodrich Williams

WIFM

ELKIN—1949—MBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....James B. Childress
Address.....1141 Elk Spur St.

Phone Number 739
Air Time.....Daytime
News Service .....UP
Transcription Service .....Langworth
Representative .....Continental
President.....John A. Hinshaw
Program Director.....Claude White

WFMO
FAIRMONT—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carolinas Bcstg. Corp.
Address .....Box 125
Phone Number 4781
President.....Cutlar Moore
General Manager.....Allen N. Vause
Commercial Mgr.....Billy Hodges
Program Director.....Ray Godwin
Chief Engineer.....J. F. Milazzo

WFAI
FAYETTEVILLE—1951—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Bus.-Studio Add.....Huske Bldg.
Phone Number 2-8131
Air Timec.....Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....Thomas F. Clark
President.....O. Wayne Rollins
General Manager.....James H. Mayes, Jr.
Publicity Director.....Winnie Stevenson
Program Director.....Dick Perry
Chief Engineer.....Bob Money

WFLB
FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
Phone Number 2-7136
Air Time .....5:30 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB, BAB
General Manager.....L. W. Allen
Commercial Manager.....W. D. Bailey
Sales Prom. Mgr.....W. B. Belche
Chief Engineer.....Richard Madson

WFNC
FAYETTEVILLE—1940
MBS—TOBACCO NET

Frequency: 1390 Kc.....Power: 5000 W. d.-1000 W. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Buiness-Studio Address.....Box 1230
Phone Number 2-4848
Air Time.....Full Time
News Service .....UP
Representative .....Walker
Membership .....BAB
Pres., Gen. Mgr.....Victor W. Dawson
Commercial Manager.....Tom Harrell
Program Director.....Mac Stamps
Chief Engineer .....John Ikner

WBBO
FOREST CITY—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Address .....Forest City
Phone Number 3205
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
Chief Engineer.....Merton Iwerks

WFVG
FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co.
Business-Studio Address.....Box 1230
Phone Number 333
News Service .....UP
President .....J. M. Stephenson
Gen., Sta. Mgr.....Robert E. Stephenson
Comm., Prom. Mgr.....Rupert Weathers
Chief Engineer.....Harry Stephenson

WGNC
GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Phone Number 8501
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Owner.....Catherine T. McSwain
General Manager.....Pat McSwain
Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC
GASTONIA—1948—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1010
Phone Number 5-1280
News Service .....UP
Transcription Service .....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Chief Engineer.....Don Voigt

WFMC
GOLDSBORO—1951—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Radio & TV Corp.
Address .....Box 655
Phone Number.....Trucklane 117
News Service .....UP
President .....Hayden Stuart

General Manager.....Charles S. Carter
Chief Engineer.....William W. Bridges

WGBR

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1924
Phone Number 3730
Air Time.....Full Time
News Service .....AP
Transcription Service .....Assoc
President .....A. T. Hawkins
General Manager .....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Commercial Manager.....Nat Royster
Program Director....Norman D. Satterthwaite

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone Number 2-6125
Studio Address.....O. Henry Hotel Bldg.
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Publicity Director.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....William H. Malone

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number 3-6925
Air Time.....Full Time
News Service .....UP
Representative.....The Bolling Co.
Membership .....NARTB, BAB
President.....George W. Dowdy
General Manager.....Gilbert M. Hutchison
Commercial Manager.....Jack Rimmer
Prog., Pub. Dir.....John E. Parker
Chief Engineer.....Joseph L. Lamb, Jr.

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number 3-3631
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....B. George Barber, Jr.
Publicity Director.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer .....Fred S. Smith

WGTC

GREENVILLE—1940
TOBACCO—MBS

Frequency: 1590 Kc. ...Power. 5000 Watts d., 1000 Watts n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address .....P. O. Box 898
Phone Number 6181
News Service.....UP
Transcription Service .....World, Capitol Associated
Representative .....John E. Pearson Co.
President .....Earl Westbrook
General Manager.....A. Hartwell Campbell
Commercial Manager.....John G. Clark, Jr.
Program Director.....Bill Durwell
Chief Engineer.....Hank Tribley

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
Phone Number 7136
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, World, Langworth
Pres., Gen., Prom., Comm. Mgr...Nathan Frank
Program Director.....Tommy Powell
Publicity Director.....Bob Harrison
Chief Engineer.....James Mayo

WHKP

HENDERSONVILLE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Address.....Chimney Rock Road
Phone Number 9061
Air Time.....5:45 a.m.-M.
News Service .....UP
Transcription Service....McGregor, Keystone, Standard
Representative .....Donald Cooke
President .....Beverly Middleson
Station Manager .....Kermit Edney
Commercial Manager.....Robert Smith
Chief Engineer.....Charles Renfrow

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address .....Radio Bldg.
Phone Number 2294
Representative .....Walker
Transcription Service .....World
News. Affil.....“Daily Record”
Membership .....NARTB
News Service .....UP

President.....Carl V. Cline
General Manager.....Edmund S. Long
Comm., Prom. Mgr.....James W. Batts
Program Director.....Stowe W. Hoyle
Publicity Director.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC

HICKORY—1948—TOBACCO NET

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Address .....329 1st Ave.
Phone Number 2124
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President.....Margaret A. Smith
General Manager.....E. H. Smith, Jr.
Sta. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett

WHPE

HIGH POINT—1946—KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address.....307 N. Main St.
Phone Number 4560
News Service .....AP
Transcription Service .....World
Membership .....NARTB
President.....R. B. Terry
Sec'y & Treas., Comm. Mgr.....Walter Hester
Chief Engineer.....Robert Moore

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Phone Number 4593
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....BAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Prom., Publ. Dir.....Gerald D. Sullivan
Program Director.....Max Meeks
Publicity Director.....Bill Smith
Chief Engineer.....Robert P. Boyd

WNOS

HIGH POINT—1953

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....North State Bcstg. Co.
Address .....Box 1448
Phone Number 8900
Pres., Gen. Mgr.....W. H. Currie
Commercial Mgr.....Clayton Steele
Program Director.....Harold Craven
Chief Engineer.....J. M. Stewart

WJNC

JACKSONVILLE—1945
MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Lester L. Gould
Address .....Box "E"
Phone Number 7707-7708
Air Time.....Full Time
News Service .....UP, AP
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Lester L. Gould
Sta., Comm. Mgr.....Rodric L. Jones
Pub., Sales Prom. Mgr.....Myron Zabner
Program Director.....Dorothy R. Gould
Chief Engineer.....Rod O. Dorsey

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Box 997
Phone Number.....Kannapolis 8700
News Service .....UP
Transcription Service.....Lang-Worth, World
Membership .....NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc.....Power: 500 Watts d.
Owned-Oper. By...Southern Radiocasting Co.
Address .....Box 822
Phone Number 999
Representative .....Dora-Clayton
Partner, Gen. Mgr.....John C. Greene Jr.
Partner.....R. H. Whiteside
Commercial Mgr.....J. K. Willis Jr.
Promotion Mgr.....Helen R. Greene
Chief Engineer.....George E. Webb

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1400 W. Vernon Ave.
Phone Number 5151
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Devney
Membership .....BAB
President.....E. L. Scott
General Manager.....Jack P. Hankins
Commercial Manager.....Glen Harman
Chief Engineer.....Ed Landry

WFTC

KINSTON—1937—ABC-CBS

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.

Phone Number 4111
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....BAB
Pres., Gen., Sta. Mgr.....William S. Page
Commercial Mgr.....J. Harold Vester
Publicity Director.....Carl B. Caudill, Jr.
Chief Engineer.....David E. Hardison

WISP

KINSTON—1953—MBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....E. J. Schuffman
Address .....Oasis Bldg.
Phone Number 6161
Pres., Gen. Mgr.....E. J. Schuffman
Commercial Mgr.....J. L. Moseley
Program Director.....Robert E. Mongold
Chief Engineer.....S. Bruce Petteway

WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Phone Number 770
News Service.....AP, UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Commercial Manager.....Bill Hogan
Program Director.....C. W. Hagan
Chief Engineer.....Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address.....Box L, Blvd. St.
Phone Number 701-2
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr....Douglas L. Craddock
Program Director.....Madeline Smart
Chief Engineer.....Eldred Winn

WJRI

LENOIR—1947—MBS-KBS-TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....John P. Rabb
Address .....107 West Ave.
Phone Number 4-5361
News Service .....UP
Transcription Service .....Lang-Worth
Pres., Gen. Mgr. .....John P. Rabb
Commercial Manager .....F. Kent Atwater
Program Director .....K. Rabb
Chief Engineer.....James B. Hemphill

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone Number 2716
News Service .....AP
Transmitter Service.....Thesaurus
Membership .....BAB
General Manager.....Omar G. Hilton
Station Manager.....John T. Cashion
Commercial Mgr.....Greely N. Hilton
Program Director.....James Odom
Chief Engineer.....Fred Honeycutt

WLON

LINCOLNTON—1953

Frequency: 1270 Kc.....Power: 500 Watts d.
Owned-Oper. By....Lincoln County Bcstg. Co.
Address .....Startown Rd.
Phone Number 5-2359
President.....J. A. Polhill
Vice-Pres., Gen. Mgr.....Earl Holder
Commercial Manager.....Jack Brown
Chief Engineer.....Dennis Long

WTSB

LUMBERTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Business-Studio Address.....112 W. Fifth St.
Phone Number 6056
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
General Manager.....James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address.....13½ W. Court St.
Phone Number 7221
News Service .....UP
Pres., Gen. Mgr.....W. P. Erwin
Commercial Mgr.....J. C. Pleasant
Program Director.....J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP

MONROE—1947—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....P. O. Box 382
Phone Number 1060
News Service .....UP
President .....Dick Marable
Chief Engineer.....Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
Phone Number 3-4301
News Service .....UP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Chief Engineer.....E. M. Stanton, Jr.

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Box 432
Phone Number 6-3188
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Pres., Gen. Mgr.....Grover C. Munden
Sales Prom. Mgr.....Charles Markey
Commercial Manager.....Jimmy Wallace
Prog. Dir., Chf. Engr.....Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Phone Number.....Box 698
Air Time.....Full Time
News Service .....AP
Pres., Gen. Mgr.....Nathan J. Cooper
Com. Mgr., Chf. Eng.....Frank A. Ballew
Program Director.....Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Phone Number 1400-1
News Service .....AP
Representative .....Thomas Clark
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manage-.....Lucy Bowman
Sales Prom. Mgr.....Bill Belton
Program Director.....Olive P. Epperson
Chief Engineer.....Harry A. Epperson, Jr.

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 209
Phone Number 581
Pres., Gen. Mgr., Chief Engineer
Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Director.....Jim Harrelson

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....P. O. Box 551
Phone Number 4450-4024
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Membership .....BAB
Gen.-Sta.-Comm. Mgr. .....Ray D. Williams
Sales Prom. Mgr.....William Banks
Program Director.....George Nelson
Chief Engineer.....Stuart Hill

WOOW

NEW BERN—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Craven Bcstg. Co.
Address .....Glenburnie Gardens
Phone Number 3311
Co-Owners.....L. T. Grantham,
L. H. Wetherington
General Manager.....Lester L. Williams
Commercial Mgr.....James C. Clark
Program Director.....Roy Williamson
Chief Engineer.....Billy Haire

WNNC

NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern Radiocasting
Business Address.....Box 148
Phone Number 930
Transcription Service .....SESAC
News Service .....UP
General Manager.....J. C. Greene Jr.
Partner.....R. H. Whitesides
Program Director.....Jonas Bridges
Chief Engineer.....George Webb

WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Phone Number 633
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Chief Engineer.....Walter Harrold

WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Phone Number 4167
Transcription Service .....Capitol
News Service .....UP
President.....Charles Allen
General Manager. .. James F. Flanagan
Promotion Manager.....Bob Smith
Chief Engineer.....Howard Harrell

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts d., 5000 Watts n.

Owned-Oper. By...Sir Walter Television Co.
Address .....219 So. McDowell St.
Phone Number 2-0321
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....James Simpson
Program Director.....Byron Davidson
Chief Engineer.....Pete Miller

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 8311
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NARTB
Pres., Gen. Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Henry T. Vaden
Chief Engineer.....Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone Number 6411
Air Time.....Full Time
News Service .....AP
Representative.....Forjoe & Co.
Membership.....NARTB, BAB
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Mgr.....N. Fletcher Turner, Jr.
Sales Prom. Mgr.....Jim Thomas
Program Director.....George Hall
Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address....Box 990, Gilmer St.
Phone Number 4361-2
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....H. T. Williams
Gen., Sta. Mgr.....Stephen F. Woodson
Sales Prom. Mgr.....Page Smith
Program Director.....Alfred Nelson
Publicity Director.....Joan Smith
Chief Engineer.....Sam Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....P. O. Box 725
Phone Number 7051
Transcription Library .....Standard
News Service .....UP
Representative .....Continental
Pres., Gen., Sta., Comm., Prom. Mgr.
William M. Oliver, Sr.
Chief Engineer.....William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Phone Number 7-2545
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Pres., Mgr.....J. Winfield Crew, Jr.
Station Manager.....Jerry Elliott
Commercial Mgr.....Donald O. Collins
Chief Engineer.....Ed. McLeod

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
Owned-Operated By.....WAYN, Inc.
Bus.-Studio-Trans. Address.....Rockingham
Phone Number 4041
News Service .....UP
Transcription Service.....Capitol, World
Pres., Gen. Mgr.....Wayne M. Nelson
Chief Engineer.....William Henley

WCEC

ROCKY MOUNT—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....E. Caro. Elec.
Bus.-Studio Address.....115 N. Church St.
Phone Number 23108
News Service .....AP
Transcription Service .....Associated
Representative .....Pearson
President.....Josh L. Horne
General Manager.....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....W. A. Wynne
Address .....Box 752
Phone Number 2-6149
Air Time.....Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative .....Burn-Smith
Gen.-Sta. Manager.....W. A. Wayne

Commercial Mgr. ..... R. E. Horner
Program Dir. ..... Eunice Snipes
Chief Engineer ..... Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430 ..... Power: 1000 Watts d.
Owned-Operated By ..... Roxboro Bcstg. Co.
Address ..... Box 130
Phone Number 6013
News Service ..... UP
President ..... H. S. Taylor
Program Director ..... John Mauti
Chief Engineer ..... Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Mid-Carolina Bcstg. Co.
Business-Address ..... Drawer 99
Phone Number 276
Air Time ..... Full Time
News Service ..... UP
Representative ..... McGillvra
Membership ..... NARTB
President ..... Charles H. Wentz
Gen., Sta. Mgr. ..... Harry L. Welch
Program Director ..... Johnny L. Joyce
Chief Engineer ..... Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Piedmont Bcstg. Corp.
Bus.-Studio Address ..... Center Theatre Bldg.
Phone Number 2121
Air Time ..... 6 a.m.-M.
News Service ..... AP
Representative ..... Burn-Smith
Membership ..... NARTB
President ..... Bryce P. Beard, Sr.
General Mgr. ..... Robert Wallace
Pgm., Publicity Dir. ..... Russ McIntire
Comm. Mgr. ..... Katherine F. Murphy
Chief Engineer ..... Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Lee Bcstg. Corp.
Address ..... 519 Cross St.
Phone Number 1269
News Service ..... AP
Transcription Service ..... Associated, SESAC
General Manager ..... W. W. Primm
Program Director ..... W. M. Primm

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Sandhills Bcstg. Corp.
Address ..... 137 So. Steele, Box 651
Phone Number 860
News Service ..... UP
Transcription Service ..... World
President ..... J. C. McIver
Gen., Sta., Prom., Pub. Mgr. Harry C. Barfield
Chief Engr. ..... Edward O. Kopriver

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Western Carolina Radio
Business Address ..... Box 1401, Shelby
Phone Number 6313
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... SESAC
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Robert M. Wallace
Comm., Prom. Mgr. ..... Max P. Butler
Program Director ..... Hugh Dover
Chief Engineer ..... Edwin Patterson

WNCA

SILER CITY—1952

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Chatam Bdcstg. Co.
Address ..... P. O. Box 212
Phone Number 616
News Service ..... UP
Transcription Service ..... Lang-Worth, SESAC
General Manager ..... H. Tom Morris
Chief Engineer ..... W. B. Medlin

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Selma-Smithfield Bcstg. Co.
Address ..... Buffalo Rd.
Phone Number 2434
News Service ..... UP
Transcription Service ..... Capitol
Co-own., Gen. Mgr. ..... John S. Townsend
Co-Owner ..... J. Fred Horton
Commercial Manager ..... C. I. Parrish

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... The Sandhill Community Bcstrs., Inc.
Business Address ..... 113-115 E. Broad St.
Phone Numbers 2-2942, 2-8171
News Service ..... AP
Transcription Service ..... Associated
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Jack S. Younts
Commercial Mgr. ..... Joe A. Warren
Program Director ..... Elizabeth M. Younts
Chief Engineer ..... Melvin Kushner

WSIC

STATESVILLE—1947—MBS
TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Phone Number 9078
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....Southern Radio Reps
Membership .....NARTB, BAB
Gen., Comm. Mgr.....Charles D. Melton
Sales Prom. Mgr.....Garrett Allen
Program Director.....Tom Lawrence
Chief Engineer .....T. K. Abernethy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone Number 2191-2
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Dora-Clayton
Membership .....NARTB
President.....V. E. Fountain
Gen., Sta. Mgr.....J. T. Snowden, Jr.
Commercial Manager.....J. Porter MacNair
Program Director.....Ben F. Mayo
Chief Engineer.....G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Address.....P. O. Box 750
Phone Number 2701
News Service .....UP
Transcription Service .....SESAC
Representative .....Continental
President .....George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WADE

WADESBORO—1923—KBS

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Bus.-Studio Address.....Radio Bldg.
Phone Number 620
News Service .....UP
Transcription Service .....Capitol
Representative .....Walker
President.....R. P. Lyon
General Mgr.....J. A. Ballard
Program Director.....Peggy L. Mitchell
Chief Engineer.....Kenneth Read

WLSE

WALLACE—1953—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Box 449
Phone Number 6611
President .....Harry Kramer
General Manager.....Lester L. Gould
Sta., Comm. Mgr.....Howard Fisher
Chief Engineer.....Walter Tabler

WHED

WASHINGTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Phone Number 278
Transcription Service .....Lang-Worth
Representative .....Continental
President .....Lee B. Wynne
General Manager.....William R. Abeyollnis
Program Director.....Charlie Yates
Chief Engineer.....John Wilroy

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Phone Number 403
Air Time.....Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....W. R. Roberson, Jr.
Station Manager.....T. H. Patterson
Commercial Mgr.....William Abeyounis
Program Manager.....Merrill Daniels
Sales Prom. Mgr.....Dick Stokes
Publicity Director.....Bob West
Chief Engineer.....L. E. Hiland

WHCC

WAYNESVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WHCC, Inc.
Business-Studio Address.....Box 180
Phone Number.....Glendale 6-4661
Pres., Gen. Mgr.....K. D. Fry
Chief Engineer.....Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 700
Phone Number 2133
Transcription Service..Langworth, SESAC, etc.
Representative .....Clark
President .....Josiah Maultsby
General Manager.....Ward A. Coleman
Commercial Manager.....Jerry Honeycutt
Chief Engineer.....Steve Hart

WIAM
WILLIAMSTON—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address.....115 E. Main St.
Phone Number 2478
News Service .....UP
Co-O., Sta. Mgr., Pgm. Dir...William H. Farrior
Co.-O., Gen., Comm., Prom. Mgr.
Charles M. Gaylord
Chief Engineer.....Joseph L. McFarland

WGNI
WILMINGTON—1946—MBS
TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....211 N. 2nd St.
Phone Number 2-2493
News Service .....UP
Representative .....Pearson
President.....J. S. Brody
General Manager.....Allen B. Jones
Commercial Mgr.....A. V. Thompson
Program Director.....Paul Parker
Chief Engineer.....Arthur L. Madeley

WMFD
WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Phone Number 4840
Address.....225 Princess St.
Air Time .....Unlimited
News Service .....UP
Representative .....Burn-Smith
Membership .....NARTB, BAB
General Manager.....R. A. Dunlea
Station Manager.....R. A. Dunlea, Jr.
Commercial Manager.....C. O'Shields
Asst. to Manager.....Julia Mitton
Chief Engineer.....E. I. Herring, Jr.

WGTM
WILSON—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number 2188-9
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NARTB, BAB
President.....Penn Thomas Watson
General Manager.....Henry Sullivan
Commercial Mgr.....J. Q. Wallace
Program Director.....Bill Bunn
Chief Engineer.....Ernie Pate

WVOT
WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address .....Wilson
Phone Number 5157
President.....H. W. Anderson
Gen., Sta. Mgr.....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Program Director .....Joel Lawhon
Chief Engineer .....Dan Williams

WAAA
WINSTON-SALEM—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bcstg. Service, Inc.
Address .....Box 3119
Phone Number 2-4121
President.....Roger Page, Jr.

WAIR
WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB, BAB
President.....John S. Riggs
General Manager.....Joseph A. Pace
Comm., Prog. Mgr.....Wallace Voigt
Program Director.....Lawrence Patrick
Chief Engineer.....Lee King

WSJS
WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number 5-2311
Air Time.....Full Time
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Sales Manager.....Harry B. Shaw
Program Manager.....John Comas
Publicity Director.....Jean Isenhower
Chief Engineer.....Leon Casley

WTOB
WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
Phone Number 34353
Transcription Service .....Thesaurus
Representative .....H-R Reps
President .....James W. Coan
General Manager.....John G. Johnson
Sales Prom. Manager .....Charles Brunt
Chief Engineer.....Hassell Bailey

NORTH DAKOTA

Pop. Feb. 1, 1954 (Est.) 626,000 — Families 169,000
Radio Homes 164,000 — TV Homes 13,500 — Stations in State 13

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone Number 468
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
President.....Mrs. P. G. Meyers
General Manager.....F. E. Fitzsimonds
Commercial Mgr.....R. W. MacLeod
Program Director.....Cal Culver
Promotion Dir.....Jack Swenson
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Lawson
President, General Manager.....Bert Wick
Commercial Manager.....Paul R. Lange
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Phone Number 4113
News Service .....AP, UP
Trans. Service.....Standard, SESAC, World
Membership .....NARTB, BAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Commercial Manager.....E. A. Spear
Chief Engineer.....Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....Box 1610
Phone Number 2-3291
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling, Inland
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Pgm., Pub. Dir.....Albert F. Horrigan
Chief Engineer.....Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director .....Ken Kennedy
Technical Director .....Julius Hetland
Chief Engineer.....Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency 1440 Kc.....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number 4-5321
Air Time .....Unlimited
News Service .....AP
Newspaper Affiliation .....“Herald”
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....M. M. Oppegard
Commercial Manager.....Herman Livingston
Program Director.....John Doyle
Chief Engineer.....A. F. Petrich

KNOX

GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1400 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address .....Grand Forks
Phone Number 4-4611
News Service .....UP
Membership .....NARTB
Representative .....Lawson, Walker
President.....Carroll E. Day
Gen., Sta. Mgr.....Elmer Hanson
Program Director.....Robert Whyte
Promotion Manager.....Jack French
Chief Engineer.....Clifford Thomforde

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address.....429 S. W. Second St.
Phone Number 1600
News Service .....UP, AP

Representative.....Weed & Co.
President.....John W. Boler
Commercial Manager.....Bob Ingersoll
Sales Prom. Mgr.....Virgil Cobia
Program Director.....Donald Kingsley
Chief Engineer .....Robert E. Ridgway

KGCU

MANDAN—1927—MBS-ABC

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By.....Mandan Radio Assn.
Bus.-Studio Address .....Mandan
Phone Number.....MA 561
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....NARTB, BAB
President .....W. S. Russell
Sta., Comm. Mgr.....Paul C. Gussner
Program Director.....Merritt Bushee
Chief Engineer.....Ray Barnett

KCJB

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....15-A West Central Ave.
Phone Number 51-161
Representative ..... Weed
Transcription Service .....Associated
News Service .....UP
Pres., Gen. Mgr.....John W. Boler
Sta., Comm. Mgr.....Wm. L. Hurley
Sales Prom. Mgr.....Casper Putnam
Program Director.....A. Johnson
Chief Engineer.....Joseph Main

KLPM

MINOT—1929—ABC-MBS
GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address..Fairblock, So. Main
Phone Number 41-146
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker, Lawson
General Manager.....John B. Cooley
Sta. Mgr., Chief Engineer.....C. W. Baker

KOVC

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address..135 Central Ave. S.
Phone Number 408-W
Transcription Service .....Standard
Pres., Gen., Comm. Mgr....Robert E. Ingstad
Program Director.....Russ Kaber
Publicity Director.....Bob Jensen
Chief Engineer.....Charles Sjostrom

KWBM

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KWBM Bcstg. Co.
Address.....Box 198, Williston
Phone Number 35-371
Transcription Service .....World
General Manager .....Charles L. Scofield
Partner.....James C. Carson
Sales Prom. Mgr.....W. L. Holter
Chief Engineer.....W. A. Sebastian

OHIO

Pop. Feb. 1, 1954 (Est.) 8,385,000 — Families 2,499,000
Radio Homes 2,435,000 — TV Homes 2,017,500 — Stations in State 78

WADC

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg.
Phone Number.....JEfferson 5-6165
Air Time.....5:30 a.m.-1:05 a.m.
News Service .....UP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Owner-Operator.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Sales Prom. Mgr.....Doc Williams
Program Director.....Harold H. Hageman
Chief Engineer.....Arnold Bock

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By .....WAKR
Bus.-Studio Address.....First Natl. Tower
Phone Number.....HEmlock 4-6151
Newspaper Affiliation.....Beacon Journal
Air Time.....Full Time
News Service .....UP
Representative .....Weed
President, Gen. Mgr.....S. Bernard Berk
Station Manager.....Roger G. Berk
Comm.-Sales Prom. Mgr.....Keith Baldwin
Pgm., Pub. Dir.....A. R. Cooper
Chief Engineer.....Irwin L. Knopp

WCUE
AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....41 S. Main St.
Phone Number.....Fr. 6-7114
Representative.....Forjoe
News Service.....UP
Transcription Service.....Associated
President, Gen. Mgr.....Tim Elliot
Sta., Comm. Mgr.....Jack Maurer
Program Director.....Jack Clifton
Chief Engineer.....George V. Paul

WHKK
AKRON—1945—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By.....WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Bolling
Co-Manager.....Philip R. Herbert
Co-Manager.....Jackson B. Maurer
Program Dir.....B. R. Blake
Chief Engineer.....Henry Neiderkofler

WFAH
ALLIANCE—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub.
Address.....2720 S. Union
Phone Number.....1-5345
Representative.....Rambeau
General Manager.....D. A. Peterson
Commercial Mgr.....Frank LaBarba
Program Director.....R. A. Gates
Chief Engineer.....Gene Peterman

WATG
ASHLAND—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ashland-Mansfield Rd.
Phone Number.....2-1573
Transcription Service.....Thesaurus
Representative.....McGillvra
News Service.....AP
President.....Robert S. Burke
General Manager.....Eugene E. Mills
Station Manager.....Don Holzapfel
Sales Prom. Mgr.....Harlan Cook Jr.
Program Director.....Richard Leidy
Chief Engineer.....Richard Matthes

WICA
ASHTABULA—1937

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....Jefferson Rd.
Phone Number.....32-126
News Service.....UP
Transcription Service.....World
Representative.....Gill-Perna
President.....D. C. Rowley
General Manager.....John Colin
Program Director.....John C. Strassen
Chief Engineer.....F. N. Barnato

WATH
ATHENS—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Andrew Kovlan & James Sinyard
Address.....P. O. Box 502
Phone Number.....3-1360
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm., Sls. Prom. Mgr.....J. D. Sinyard
Program Director.....Ted Covert

WTRF
BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address...The Skyline
Phone Number.....BE 1515
News Service.....AP
Transcription Service.....Associated
Representative.....Hollingberry
Membership.....NARTB, BAB
President.....Thomas Bloch
V.P., Gen. Manager.....Robert W. Ferguson
Publicity Director.....Greg Van Camp
Program Director.....Frank Curtis
Sales Prom. Mgr.....William Greaver
Chief Engineer.....Howard Daubenmeyer

WOHP
BELLEFONTAINE—1952—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By...Lake Erie Radio & TV Corp.
Phone Number.....6681
News Service.....AP
President.....Ted Nelson
Vice-President.....Pat Shannon
General Manager.....Frank Cummins
Chief Engineer.....Chester Terry

WILE
CAMBRIDGE—1948—KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper. By...Land O'Lakes Bcstg. Corp.

Business-Studio Address.....917 Beatty Ave.
Phone Number 4-5605
News Service .....AP
Transcription Service .....World, Standard
President.....H. D. McClelland
Exec. Vice-President.....Howard A. Donahoe
Comm. Mgr.....Bruce Meighen
Program Director.....David C. Lorimer
Chief Engineer.....A. G. Engel

WAND

CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....P. C. Wilson
Address .....106 High Ave. N.W.
Phone Number 68396
Representative.....Hil F. Best
President.....P. C. Wilson
General Manager.....Frank Grosjean

WCMW

CANTON—1947

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Phone Number.....5-9475
News Service .....INS
Transcription Service .....Thesaurus, World
Representative .....McGillvra
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Chief Engineer.....W. Waechter

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.
Phone Number 6-7166
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Newspaper Affiliation .....Brush-Moore Newspapers
Transcription Service .....Associated
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Roy D. Moore
General Manager.....Gordon G. Strong
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Sales Prom. Mgr.....Louise Maag
Program Director.....Robert Breen
Chief Engineer.....Kenneth L. Sliker

WBEX

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address....27 E. Second St.
Phone Number 3-2244
Air Time.....Full Time
News Service .....AP
Representative.....W. S. Grant
Membership .....NARTB
President .....John Halliday
General Manager.....Truman Morris
Sta., Sales Prom. Mgr.....William R. Mnich
Program Director.....James A. Eldridge
Chief Engineer.....H. W. Dornhuber

WCIN

CINCINNATI—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Rounsaville
Address.....Radio Station WQXI, Atlanta, Ga.
News Service .....UP
Representative .....Forjoe, Dora-Clayton
General Manager.....Robert W. Rounsaville
Station Manager.....William R. Wagner
Commercial Manager.....Ralph B. Johnson
Sales Prom. Mgr.....Carter Jones
Program Director.....Larry Dean Faulker
Publicity Director.....Jimmy Carter
Chief Engineer.....Joseph McCormick

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Phone Number.....Cherry 6565
News Service .....INS
Transcription Service....Standard, Associated
Representative .....Thomas Welstead
Membership .....BAB
President, General Manager.....L. B. Wilson
V.P., Comm. Manager, Chief Engineer.....C. H. Topmiller

WCPO

CINCINNATI—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone Number.....Capitol 0777
Studio Address.....2345 Symmes St.
News Service .....UP
Representative .....Branham
President.....Jack R. Howard
General Manager.....M. C. Watters
Program Director.....Earl Corbett
Promotion Dir. .....Richard Zavon
Chief Engineer.....Paul Adams

TWO KINGS
in the
Queen City
WKRC-TV
WKRC-AM
Yes, when it's radio or television, your best buys in the Queen City are the Two Kings — WKRC-AM and WKRC-TV.*
Both stations enjoy the largest percentage of audience from 6 A. M. 'till midnight.**
Now you can saturate the Cincinnati area with the Number One Radio and Television Combination — WKRC-AM and WKRC-TV.
* Ask about the Tri-State Network and be sure to get complete information on the new Wendie Barrie Show heard Monday through Friday from 4 to 5 P. M.
** December Pulse.
Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.
Owners and Operators of WTVN, Columbus, Ohio
CINCINNATI
REPRESENTED BY THE KATZ AGENCY • CBS RADIO AND TELEVISION NETWORKS

WKRC

CINCINNATI—1921—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Phone Number.....Woodburn 0550
News Service .....AP
Newspaper Affiliation .....Times-Star
Transcription Service .....SESAC
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
General Manager.....David Taft
Sales Prom. Mgr.....Lila Lambert
Commercial Manager.....Hubbard Hood
National Sales Mgr.....Kenneth W. Church
Program Director.....Byron Taggart
Chief Engineer.....W. Kennedy

WLW

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp. Subs. of Avco Mfg.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....Full Time
Pres., General Mgr.....R. E. Dunville
V.P. in Charge Sales.....Harry Mason Smith
Dir. Client Service.....Fred Gregg
Program Director.....Chester Herman
Publicity Director.....Gilbert Kingsbury
Chief Engineer.....R. J. Rockwell

WSAI

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Sherwood R. Gordon
Sales Manager.....Tom Thuman
Program Director.....Charles Black
Publicity Director.....Vonne Monsell
Chief Engineer.....Jonas Heiser

(*See Page* 538)

WDOK

CLEVELAND—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone Number .....FL 1-1834
News Service.....UP, INS
Representative .....Everett-McKinney
Transcription Service.....SESAC, World
Membership .....NARTB
Pres., Gen. Mgr.....R. Morris Pierce
Sales Prom., Comm. Mgr.....Frederick Wolf
Prog. Dir., Chief Eng.....Ralph Quay

WERE

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone Number.....SUperior 1-9600
News Service .....AP, INS
Transcription Service.....Lang-Worth, World
President.....Ray T. Miller
General Manager.....Richard M. Klaus
Program Director.....Ed Stevens
Chief Engineer.....Harry Dennis

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGAR Bcstg. Co.
Address .....Hotel Statler
Phone Number.....Prospect 1-0200
News Service.....INS, UP
Transcription Service .....World
Representative....Christal, Radio Tim. Sales
Membership .....NARTB, BAB
President.....Herbert L. Evans
General Manager.....Carl E. George
Sect.-Treas. .....Elmer Krause
Commercial Manager.....John Garfield
Sales Promotion Manager.....Julius Glass
Program Director.....Reg Merridew
Publicity Director.....Robert Smith
Chief Engineer.....Bob Fox

WHK

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..5000 Euclid Avenue
Phone Number.....Express 1-5000
Air Time .....Unlimited
News Service .....AP
Transcription Service.....BMI, ASCAP
Representative .....Headley-Reed
Membership .....NARTB
President.....H. K. Carpenter
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....C. M. Hunter
Publicity Director.....F. P. Wilhelm
Chief Engineer.....R. H. DeLany

WJMO

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Friendly Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number .....SUperior 1-4424
News Service .....UP
Transcription Service .....Lang-Worth

SOUND SALES PLANNING INCLUDES

WSAI...

The NEW SOUND in Cincinnati!

New Sound ENTERTAINMENT...
from big-time music to local news and homemaker views . . . supplemented by the widest variety of A B C attractions. Smart advertisers are profiting from our happy new balance of audience-pulling entertainment.

New Sound SHOWMANSHIP...
sparked by the fresh new ideas of the Gordon Broadcasting Company, salesmanship is the keynote of our showmanship . . . every personality in our talent shop is a showman . . . ready to *sell* for you!

New Sound MERCHANDISING..
"follow thru" at point-of-sale means more profit for you. Our complete merchandising planning department is at your service . . . to show you how to make more money out of radio!

SHERWOOD R. GORDON
Pres. and Gen. Mgr.

NATIONAL REPRESENTATIVE: AVERY-KNODEL, INC.

Write, phone or wire for
MORE SOUND REASONS TO BUY THE 5000 SELLING WATTS OF WSAI
The New Sound in Cincinnati!

FOR

IMPORTANT

TELEPHONE NUMBERS

IN

NEW YORK, LOS ANGELES, CHICAGO,

WASHINGTON

SEE PAGE 100

You! A Dictator?

Were you the kind of man pictured here, we would refuse to do business with you. The kind of *power* a dictator seeks is an anathema and abomination in the minds of free Americans. But there is *another* kind of *power* you should have . . .

Broadcast power, day and night, is what we sell. Around-the-clock programming with *selling power* is our business. From Cleveland, WTAM saturates a daytime area of more than 1,212,550 radio homes. And at night, 48 states comprise the tremendous WTAM market area. You can't beat that kind of *broadcast power* developed to usefully serve both *audience* and *advertiser* on a mass scale.

When seeking *powerful* results with an advertising message, investigate WTAM *radio power* with its most distinguished record of community service.

NBC BUILDING
Cleveland 14, Ohio
Represented Nationally by NBC Spot Sales

WTAM

"at your service day and night"

1100 kilocycles
50,000 watts
Class Ia Clear Channel

NBC

President .....Richard Eaton
Station Manager.....Paul Nakel
Comm. Mgr.....Leonard B. Fidanis
Chief Engineer.....C. C. Courtney

WJW

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number .....SUperior 1-0101
Air Time.....Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....H-R Representatives, Inc.
President..... .....William M. O'Neil
V.P., Ass't to Pres.....John D. Kelly
Vice-Pres., Gen. Mgr.....William Lemmon
Vice-Pres., Comm. Mgr....Harold W. Waddell
Sales Prom. Mgr.....Virgil Brinnon
Program Director.....Bruce MacDonald
Chief Engineer.....Gerald G. Roberts

WSRS

CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....ERieview 1-2005
News Service .....AP, INS
Transcription Service.....APS, SESAC
Representative .....Forjoe & Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr., Pgm. Dir.....S. R. Sague
Commercial Mgr.....Will Dougherty
Chief Engineer.....Bob Leedham

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone Number .....CHerry 1-0942
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
Chairman of the Board.....David Sarnoff
General Manager.....Lloyd E. Yoder
Program Director.....Brooke Taylor
Sales Manager.....Wm. P. Dix, Jr.
Adv. & Prom. Mgr.....Clement G. Scerback
Publicity Director.....Frank Derry
Engineer-in-Charge.....S. E. Leonard

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....RadiOhio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Air Time.....Full Time
News Service .....AP
Representative .....John Blair
Membership .....NARTB, BAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Sales Prom. Director.....Jim Yeman
Program Director.....Geer Parkinson
Chief Engineer.....Lester H. Nafzger

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Trails, Inc.
Business-Studio Address..E. Broad & Young St.
Phone Number.....MAin 4581
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....BAB
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
General Manager.....Adna H. Karns
Station Manager.....Charles Reeder
Program Director.....Michael Ryan
Nat'l Sales Manager.....John Doty
Publicity Director.....Mary Hart
Chief Engineer.....Harold E. Beard

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....22 East Gay St.
Phone Number.....Adams 1101
Air Time.....6 a.m.-1 a.m.

WSRS
1st PLACE
LOCAL NEWS
AWARD WINNER
COVERS
CLEVELAND
WSRS
COMMUNITY
INFORMATION
VOICE
OF
CLEVELAND
WSRS
"Best by Test"

Newspaper Affiliation.....“Plain Dealer”
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB
President ....Sterling Graham
Gen., Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program Director.....John B. Moses
Publicity Director.....Ann Duffy
Chief Engineer .....William C. Minor

WVKO

COLUMBUS—1948—BUCKEYE

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Phone Number.....Main 5247
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Forjoe
President .....Gustav Hirsch
Gen., Sta. Manager.....Bert Charles
Comm., Sales Prom. Mgr.....Joe Hill
Chief Engineer.....William Hammett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.

Business-Studio Address.....114 N. 6th St.
Phone Number 1560, 2140
News Service .....UP
Pres., Gen. Mgr.....Bruce Wallace
Commercial Mgr.....James Sigman
Program Director.....Stanley Robinson
Chief Engineer.....Elmer Moravecky

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
News Service.....AP, UP
Newspaper Affiliation.....“Daily News”
Representative .....Hollingbery
Membership .....NARTB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Commercial Mgr.....W. E. Wolaver
Station Manager.....Wade H. Alley
Publicity Director.....Chuck Gay
Chief Engineer.....Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....HEmlock 3773
Air Time.....5 a.m.-1:30 a.m.
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
Exec. V.P.....John Pattison Williams
General Manager .....Adna Karns
Publicity Director.....M. A. Dell
Chief Engineer.....Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
Phone Number.....Michigan 6501
News Service .....AP
Transcription Service .....Capitol
Representative .....Headley-Reed
President.....Ronald B. Woodyard
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich

WONW

DEFIANCE—1947

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....U. S. Route 24
Phone Number 32226
News Service .....AP
Transcription Service .....Associated
Representative .....Devney
President.....Richard W. Crowell

Gen., Comm. Mgr. ..... Glenn R. Thayer
Program Director ..... Paul R. Murphy

WJER

DOVER—1950

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Dover Bcstg. Co., Inc.
Address ..... 210 Blvd.
Phone Number 4-2126
Transcription Service ..... World, Thesaurus
Representative ..... Hil F. Best
News Service ..... UP
President ..... Agnes J. Reeves Greer
Gen., Sta. Mgr. ..... W. B. Steis
Commercial Manager ..... John C. Needs
Chief Engineer ..... Don Graff

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Pottery Bcstg. Co.
Address ..... 6th and Walnut
Phone Number ..... Main 5190
News Service ..... AP
Representative ..... Schepp-Reiner
Pres., Gen. Mgr. ..... Paul Bron Saliner
Sta., Comm. Mgr. ..... Van Lane
Chief Engineer ..... George T. Kelly

WOHI

EAST LIVERPOOL—1949—ABC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... East Liverpool Bcstg. Co.
Address ..... 516 Market St.
Phone Number ..... Main 1490
News Service ..... AP
Transcription Service ..... World
President, Gen. Manager .. Richard V. Beatty
Comm., Prom. Mgr. ..... George T. Farrall
Sta. Mgr., Prog. Dir. ..... Bob Metcalfe
Chief Engineer ..... William Siebenthal

WEOL

ELYRIA—1948

Frequency: 930 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Elyria-Lorain Bcstg. Co.
Address ..... Elyria Savings and Trust Bldg.
Phone Number ..... EL 2255
News Service ..... UP
President ..... Roy W. Ammel
General Manager ..... Alex Buchan
Sales Prom. Mgr. ..... Ronald Barrett
Program Director ..... Pat Fredericks
Chief Engineer ..... William Albrecht

WFIN

FINDLAY—1941

Frequency: 1330 Kc. .... Power: 1000 Watts d.
Owned-Operated By .... The Findlay Publ. Co.
Bus.-Studio Address ..... 500½ South Main St.
Phone Number 1330
News Service ..... INS, UP, AP
Transcription Service ..... Thesaurus
Newspaper Affil. ..... "Republican-Courier"
Membership ..... NARTB
Representative ..... McGillvra
President ..... R. L. Heminger
Gen., Sta., Comm. Mgr. ... Harold H. Heminger
Sls. Prom. Mgr. ..... Allen P. Dudley
Chief Engineer ..... Edgar C. Smith

WFOB

FOSTORIA—1952—KBS

Frequency: 1430 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Seneca Radio Corp.
Address ..... P. O. Box 589
Phone Number 5666
News Service ..... UP
Transcription Service ..... Capitol, SESAC
President ..... Andrew Emerine
General Manager ..... Mel Murray
Chief Engineer ..... Farrell Elsea

WFRO

FREMONT—1949

Frequency: 900 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Wolfe Bcstg. Corp.
Address ..... 905 W. State St.
Phone Number ..... FE 2-3951
Transcription Service ..... Standard
Representative ..... Hil F. Best
News Service ..... UP
Membership ..... NARTB, BAB
President ..... Robert F. Wolfe
Sta., Prom., Comm. Mgr. ..... R. C. Force
Chief Engineer ..... Allen Kaubel

WJEH

GALLIPOLIS—1950—KBS

Frequency: 990 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. Ohio Valley on the Air, Inc.
Address ..... Box 244
Phone Number 1160-1
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Grant
President ..... John E. Halliday
General Manager ..... Truman A. Morris
Station Manager ..... Marianne Campbell
Sales Prom. Mgr. ..... K. W. Robinson
Program Director ..... William Watterson, Jr.
Chief Engineer ..... Edgar Atkins

WMOH

HAMILTON—1944

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Fort Hamilton Bcstg. Co.
Bus.-Studio Address .. Second Natl. Bank Bldg.
Phone Number ..... Hamilton 4-6543
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... W. S. Grant
President ..... Robert J. Briede
General Manager ..... Robert L. Odson
Program Director ..... Norm Keller
Commercial Manager ..... Ray Motley
Chief Engineer ..... Girard Cain

WIRO

IRONTON—1951—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Phone Number 280
Representative .....McGillvra
President.....T. M. Nelson
General Manager.....C. E. McElroy
Vice-President .....Patrick Shannon
Chief Engineer.....C. A. Baker

WLMJ

JACKSON—1953—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WLMJ Inc.
Phone Number 850
President.....Frances Moore
General Manager.....Truman Morris
Station Manager.....Don Hughes
Chief Engineer.....Hank Dornhuber

WHOK

LANCASTER—1947

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
Phone Number 4500
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Dr. Nelson Embrey
Station Manager.....James W. Tidd
Comm., Prom. Mgr.....Roy Stingley
Chief Engineer.....Irving Brown

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number 32660
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
Program Dir.....Easter Straker
Chief Engineer.....A. J. F. Smith

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WLOK, Inc.
Business Address.....1424 Rice Avenue
Phone Number 6-3411
Transcription Service .....World
Membership .....NARTB
News Service .....UP
Representative.....H-R Reps., Inc.
President.....L. A. Pixley
Station Manager.....Robert O. Runnerstrom
Program Director.....William Huffman
Commercial Mgr.....Lawrence Webb
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Phone Number 4235-6
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative.....The Taylor Co.
Membership .....NARTB, BAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone Number 1690
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra
Membership .....NARTB
President.....William G. Wells
General Manager.....R. Sanford Guyer
Commercial Manager.....Fred Reynolds
Program Director.....Tom Butscher
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone Number 2-6666-7
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Horace Stovin, Canada
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
Chief Engineer.....Francis Joseph Peters

WPFB

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d. 100 Watts n.
Owned-Operated By.....Paul F. Braden
Address-Trans. Loc.....Lebanon-Coles Rd.
Phone Number 2-3625
News Service .....AP

Transcription Service.....Thesaurus
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Paul F. Braden
Program Director.....Tom Lummis
Chief Engineer.....Larry Beckwith

WMVO

MT. VERNON—1953

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg.
Address.....Coshocton Rd., Box 390
Phone Number 2-0946
President.....Dr. Charles Tramont
General Manager.....Mrs. C. M. Zelkowitz
Program Director.....George Bennett
Chief Engineer.....Eugene Phillips

WCLT

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....27 West Main St.
Phone Number 4007
News Service .....AP
Newspaper Affiliation.....The Advocate
Transcription Service .....Thesaurus
Representative .....Meeker Associates
Membership .....NARTB, BAB
President.....Frank W. Spencer
Gen., Sta. Mgr.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone Number 1420-1
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Richard E. Hunt
Sta., Comm. Mgr.....Robert Bubp
Chief Engineer.....Dallas Davis

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
Phone Number 2-1961
Air Time .....Unlimited
News Service .....UP
Representative .....Everett-McKinney
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Phil Phillips
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Trans. Address....1009 Gallia St.
Phone Number 3-2111
News Service .....AP
Transcription Service .....Associated
Representative .....Venard
President.....Roy D. Moore
Station Mgr.....Gerald F. Boyd
Program Director.....E. G. Sheridan
Chief Engineer.....Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland Rd. & Huntington
Phone Number 5170
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Ralph S. Silver, Jr.
Program Director.....Robert Hinners
Sales Prom. Mgr.....Kathryn Heiser
Chief Engineer.....Jay Leibach

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans.-Address .....117 W. High St.
Phone Number 3-4955
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
General Manager.....Adna Karns
Program Director.....Rudolph Perez
Sta., Comm. Mgr.....Virginia Bennett
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....120 S. Limestone
Phone Number 3-4676
News Service .....INS
Representative .....McGillvra
Transcription Service .....Associated
President.....George R. Walker
Gen., Sta. Mgr.....Robert Yontz
Commercial Manager.....Vince Shannon
Chief Engineer.....Myron Maddex

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Address.....Chamber of Commerce Bldg.
Phone Number 3-6488
News Service .....AP
Representatives .....Gill-Perna
President .....Bradley Kincaid

General Manager.....R. K. Wood
Chief Engineer.....Vernon B. Yeich

WSTV

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265-6-7
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knoedel
V.P., Gen. Mgr.....John J. Laux
Asst. General Manager.....Joseph M. Troesch
Pgm., Pub. Dir.....Roy Briscoe
Chief Engineer.....Charles S. Shepherd

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus.-Studio Address.....136 Huron St.
Phone Number.....Adams 3175
News Service.....INS, UP
Transcription Service .....Langworth
Representative .....Katz
President.....George B. Storer
Gen., Sta. Mgr.....Allen L. Haid
Comm. Mgr.....Westford F. Shannon
Program Director.....Emerson Kimble
Chief Engineer.....William M. Stringfellow

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....Edward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone Number.....Adams 3291
Air Time.....Full Time
News Service.....AP, UP
Representative.....Paul H. Raymer
Membership .....NARTB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Mgr.....R. H. Edsall
Sales Prom. Mgr., Pub. Dir.....Bob Krieghoff
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St.
Phone Number 2212-9
Newspaper Affiliation.....The Tribune Co.
Air Time.....6:45 a.m.-M.
News Service .....AP
Representative .....Rambeau
Transcription Service .....Associated
President.....Helen Hart Hurlbert
General Manager.....Carl J. Raymond
Sales Prom., Pub. Dir.....Peter W. Mesner
Chief Engineer.....Robert E. Hardy

WCHO

WASHINGTON COURT HOUSE—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Phone Number 5-6211
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Membership .....BAB
President.....W. N. Nungesser
Program Director.....Ron Arnold
Chief Engineer.....Carl Egbert

WKOV

WELLSTON—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....S. H. Kovalan
Address.....P. O. Box 190
Phone Number 546
News Service .....UP
President.....Stephen H. Kovalan
General Manager..... ....Parks Robinson
Program Director.....John E. Wilson

WWST

WOOSTER—1947

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Phone Number 760-1
News Service .....AP
Transcription Service.....Thesaurus, SESAC, World
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty
Chief Engineer.....Burton L. Bowman

WRFD

WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Phone Number.....FR 2-5342
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Geo. W. Clark, Inc.
Membership .....NARTB, BAB

President.....M. D. Lincoln
General Manager.....Herbert E. Evans
Sta., Comm. Mgr.....Joseph D. Bradshaw
Program Director.....Bob Geis
Chief Engineer .....Harold Schaaf

WBBW

YOUNGSTOWN—1949—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Theatre Bldg.
Phone Number.....Riverside 44421
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative..... Forjoe & Co.
Membership .....NARTB
President, Ch. Eng.....John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
Program Director.....Tony Ross
Publicity Director.....Marilyn Noble

WFMJ

YOUNGSTOWN—1939—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone Number.....Riverside 3-4121
News Service.....AP, UP
Representative .....Headley-Reed
Pres., Gen. Mgr.....William F. Maag, Jr.
Comm., Sales Prom. Mgr...Leonard E. Nasman
Program Director Ronald W. Richards
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Phone Number.....Sterling 2-1145
Air Time.....Full Time
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affiliation.....Plain Dealer
Transcription Service.....World, Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Manager.....J. Lothair Bowden
Program Director.....Don Brice
Public Relations Director.....Jim Smith
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number 2-5431
Newspaper Affiliation....Zanesville Publ. Co.
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB, BAB
President .....Clay Littick
Sales Prom. Mgr., Pub. Dir.....Bill Eberle
Gen., Station Manager.....Vernon A. Nolte
Dir. of Sales.....Nate Milder
Chief Engineer.....William A. Hunt

OKLAHOMA

Pop. Feb. 1. 1954 (Est.) 2,280,000 — Families 650,000
Radio Homes 582,000 — TV Homes 32,000 — Stations in State 46

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone Number 12-3
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....Dr. C. C. Morris
General Manager.....Billy T. Hoover
Station Manager.....Brown Morris
Program Director..... .....Nadine Mullinax
Chief Engineer.....George Miller

KWHW

ALTUS—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Phone Number 1405
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Representative.....Hil F. Best
Newspaper Affiliation .....“Times-Democrat”
Membership .....NARTB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Bus.-Studio Address.....112 N. Washington
Phone Number 3030
Air Time.....Full Time
News Service .....AP
Newspaper Affiliation.....Daily Ardmoreite
Transcription Service.....World, SESAC

Representative.....The Taylor Co.
General Manager.....Albert Riesen
Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Publicity Director.....Galy Varnell
Chief Engineer.....William E. Kolb

KWON

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Business-Studio Address.....Dewey Rd.
Phone Number 1400
News Service .....AP
President, Gen., Sta. Mgr.....J. Fred Case
Commercial Mgr.....John Collins
Chief Engineer.....Cecil Tanner

KBWL

BLACKWELL—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.
Phone Number 309
News Service .....AP
Transcription Service .....Thesaurus
General Manager.....R. L. McCarrell
Chief Engineer.....Charles Hobbs

KWCO

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Address .....KWCO Bldg.
Phone Number 2898
News Service .....AP
Co-Owner, Gen. Mgr.....P. D. Jackson
Commercial Manager.....Hoyt Caldwell
Program Director.....Lorine Null
Chief Engineer.....Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.Western Okla. Bcstg. Co.
Address .....Box 558
Phone Number 617
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Mgr.....Leo Tremblay
Chief Engineer.....Hubert Gaston

KWHP

CUSHING—1952

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....W. H. Payne
Address .....Box 791
Phone Number 922
News Service .....AP
Representative.....Hil F. Best
Transcription Service .....Thesaurus
General Manager.....William H. Payne
Commercial Manager.....James Kirkpatrick
Program Director.....Jim Waites
Chief Engineer.....Charles F. Hebard

KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc.....Power: 250 Watts d., 100 n.
Owned-Operated By.....Duncan Bcstg. Co.
Address .....Box 1192
Phone Number 1350
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
Membership .....NARTB
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Comm., Sales Prom. Mgr.....Lester Agee
Program Director.....Tommy Richardson
Publicity Dir.....John Moen

KSEO

DURANT—1947

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By...Democrat Printing Co.
Address .....Democrat Bldg.
Phone Number 2200
News Service .....AP
Transcription Service .....Standard
Partners.....R. F. Story, Bennett Story
General Manager.....Leroy Moses
Chief Engineer.....Leonard Brown

KASA

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Address.....North Randall St.
Phone Number 730
Manager.....Lonnie J. Preston
Program Director.....Alice Howenstine
Chief Engineer.....Robert Hemphill

KCRC

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower
Phone Number 447
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
News. Affil...."Morning News," "Daily Eagle"
Representative .....O. L. Taylor Co.
Membership .....NARTB
President.....Milton B. Garber
General Manager.....Guy B. Farnsworth
Commercial Mgr.....H. P. Hale
Program Director.....B. Napier
Chief Engineer.....Murray D. Coleman

KGWA

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
Phone Number 4230
News Service .....UP
Transcription Service .....Standard
Representative .....Pearson
President.....George E. Failing
General Manager.....H. J. Godschalk
Sta., Comm. Mgr.....Tom Belcher
Chief Engineer.....William Teitzel Jr.

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
Phone Number 1010
News Service .....UP
Transcription Service .....Capitol
Representative .....Hil F. Best
General Manager.....J. D. Jones, Jr.
Partner.....Ronald W. Wheeler
Program Director.....Mary Wheeler

KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....P. O. Box 38
Phone Number 888
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.
Chief Engineer.....Herbert L. Noyes

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner
Address.....315 E. 11th St.
Phone Number 1070
News Service .....AP
President, Ch. Eng.....T. J. Shriner
Promotion Dir.....May Jo Shriner

KIHN

HUGO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address.....P. O. Box 248
Phone Number 1140
News Service .....AP
Transcription Service .....SESAC
President .....George Malone
Co-Manager.....James Gerity Jr.
Chief Engineer.....Dalton E. Jones

KBEL

IDABEL—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
Address .....Box 1072
Phone Number 892
Pres., Gen. Mgr.....Winston O. Ward
Commercial Mgr.....J. P. Stanley
Program Director.....Lee Mars
Chief Engineer.....Cliff Taylor

KSWO

LAWTON—1941
ABC-OKLA. NET

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....406½ D Ave.
Phone Number 1380
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....The Taylor Co.
Membership.....NARTB, BAB
President.....R. H. Drewry
Gen., Sta. Mgr.....Leo R. Morris
Prom. Mgr., Pub. Dir.....Mrs. L. B. Goochey
Program Director.....Lyle Gaston
Chief Engineer.....Willard Cochran

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says KHGB Manager John Whitt at Okmulgee, Okla.: "Sponsors and prospects know **The Associated Press**—and know it well, and favorably."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

KNED

McALESTER—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Box 73
Phone Number 1460
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Chief Engineer.....Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....Box 157
Phone Number 2411
News Service .....AP
Representative.....The Taylor Co.
Membership .....NARTB, BAB
President .....William Young
Gen., Sta. Mgr.....Bob Baggett
Program Director . Walter Freeman
Chief Engineer.....Harold Duncan

KGLC

MIAMI—1948—KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Box 511
Phone Number 3303
News Service .....AP
Representative .....Adam Young
President .....Kenyon Brown
General Manager.....Charles L. Unger, Jr.
Chief Engineer.....Louis Stone

KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address.....214-216 Wall St.
Phone Number.....MU 2-1331
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Venard
President.....Tams Bixby, Jr.
General Manager.....Walter W. Weber
Commercial Mgr.....George Lanham
Program Director.....Howard Whitely
Chief Engineer.....Eugene Edwards

KMUS

MUSKOGEE—1948—GRASS ROOTS

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number .....MU 2-3341
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Program Director.....George Overton
Chief Engineer.....James Keitel

KNOR

NORMAN—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone Number 474
News Service .....UP
Transcription Service .....World
Gen. Mgr. (Ptnr.).....William S. Morgan
President.....Tol Dickenson
Program Director.....Gene Stansberry
Chief Engineer.....Gene Morris

KBYE

OKLAHOMA CITY—1947

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....108 N.W. 9th
Phone Number.....FO 5-2323
News Service .....UP
Membership .....NARTB, BAB
President.....A. Earl Cullum
Chief Engineer.....Charles Shaeffer

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Okla. City Bcstg. Co.
Business Address.....128½ W. Commerce St.
Phone Number.....Central 2-1341
News Service .....AP
Owner, Pres., Gen. Mgr.....Byrne Ross
Promotion Mgr.....Grant Ladd
Program Director.....Mrs. Kathleen Burkett
Chief Engineer.....Jay Davis

KOCY

OKLAHOMA CITY—1938—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number.....Forest 5-4333
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....M. H. Bonebrake
Sta., Comm. Mgr.....George Collisson
Program Director.....I. L. Marquiss
Chief Engineer.....J. S. Merryman

KOMA

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address....7300 Lincoln Blvd.

Phone Number.....VIctor 3-6641
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President.....John Toole Griffin
General-Station Mgr.....Edgar T. Bell
Comm., Asst. Mgr.....Ben H. Holmes
P.ogram Director.....Mack Fuller
Chief Engineer.....M. W. Thomas

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number.....FO 5-8352
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....BAB
President .....Wendell Mayes
Gen., Sta. Mgr.....John Hopkins
Commercial Mgr.....Tom Johnson
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....Liberty Bank Bldg.
Phone Number.....CE 2-6367
News Service .....AP
Representative .....Rambeau
Membership .....NARTB
President .....Ralph Ball
Gen., Sta. Mgr.....Rex M. Lester, Jr.
Chief Engineer.....Thomas F. Lindsey

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Business-Studio Address.....Box 8668
Phone Number.....TRinity 8-2161
Air Time .....Unlimited
News Service .....UP
Newspaper Affiliation.....Oklahoman, Times
Transcription Service .....Standard
Representative .....Katz
Membership .....NARTB
President.....E. K. Gaylord
Manager.....P. A. Sugg
Commercial Manager.....Robert E. Chapman
Program Director.....Paul Brawner
Public Relations Mgr.....Wally Kinnan
Chief Engineer.....H. J. Lovell

KHBG

OKMULGEE—1937—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Times Bldg.
Phone Number 3646
News Service .....AP
Representative .....Pearson
President .....Don Reynolds
Station Manager.....John R. Trotter
Program Director.....Gladys LeGrand
Chief Engineer.....John Brennerman

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
Phone Number 1470
News Service .....UP
Transcription Service .....Langworth
Representative.....Hil F. Best
President.....James T. Jackson
General Manager.....Phil Crenshaw
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....The Ponca City News
Address.....3rd & Cleveland
Phone Number.....RO 5-3311
Air Time.....Full Time
Newspaper Affiliation.....The News
News Service .....AP
Transcription Service .....World
Membership .....NARTB, BAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....Larry Nolan
Prom., Pub., Pgm. Wir....William G. Maugans
Chief Engineer.....Chuck Chaney

KOLS

PRYOR—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & S. Mill Sts.
Phone Number 1263
Transcription Service.....SESAC
News Service .....AP
Representative .....Continental
General Manager.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF

SHAWNEE—1930

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address .....Hotel Aldridge
Phone Number 4390
News Service .....AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service .....World
President.....Oscar S. Stauffer
Gen., Sta. Manager.....Wilford C. Dickson
Chief Engineer.....Earl R. Ward

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number 311
Newspaper Affiliation .....News-Press
Transcription Service .....Standard
General Manager.....L. F. Bellatti
Program Director.....J. R. Bellatti
Chief Engineer.....Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc.....Power: 1000 Watts d. 500 n.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address..American Airlines Bldg.
Phone Number 4-2401
News Service .....AP
Representative .....Walker
President-Treas.....S. E. Avey
V.P., General Manager.....James L. Neal
Commercial Mgr.....John B. Wheeler
Program Director.....Rusty Kirk
Chief Engineer.....M. M. Donley

KFMJ

TULSA—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....13th & Boston
Phone Number 5-5555
News Service .....UP
Representative .....Bolling
President .....Fred Jones
General Manager.....Lawson Taylor

KOME

TULSA—1938

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....Kome Bldg.
Phone Number 3-4121
News Service .....AP
Transcription Service .....Associated
Representative .....Gill-Perna
President.....John E. Brown Jr.
General Manager.....Charles W. Grim, Jr.
Chief Engineer.....Roy Brown

KRMG

TULSA—1949—ABC

Frequency: 740 Kc.....Power: 50,000 Watts d., 25,000 n.
Owned-Operated By..All Oklahoma Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone Number 54-4291
Representative .....John Blair
News Service .....AP
Membership .....NARTB, BAB
President.....Robert S. Kerr
General Manager.....Frank S. Lane
Program Director.....Keith Bretz
Chief Engineer.....William H. Bradley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone Number 2-3191
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....John T. Griffin
V.P. & Gen. Mgr.....L. A. Blust, Jr.
Commercial Mgr.....William D. Swanson
Sales Prom. Mgr.....George Ketcham
Program Director.....Karl Janssen
Chief Engineer.....Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....Philtower Bldg.
Phone Number 2-3281
Transcription Service.....Standard, World
Representative .....Edward Petry
President.....W. G. Skelly
V.P., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr.....W. T. McClarin
Program Director.....Sam Schneider
Chief Engineer.....John Bushnell

KWSH

WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Phone Number 1260-1261
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor
President.....Dr. C. C. Morris
General Manager.....Bill Hoover
Station Manager.....Pat Murphy
Commercial Manager.....Roy Judge
Sales Prom. Mgr.....Gladys Williams
Publicity Director.....Jay Harmon
Prog. Dir., Chief Engr.....Warren W. Abbott

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22 & Cedar Sts.
Phone Number 1450
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Hil F. Best
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer.....George Archer

OREGON

Pop. Feb. 1, 1954 (Est.) 1,854,000 — Families 620,000
Radio Homes 604,000 — TV Homes 187,000 — Stations in State 47

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone Number 1234-5
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Newspaper Affiliation.....'Democrat Herald"
Representative .....Moore-Lund, Ayers
Membership .....NARTB, BAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Johnny Birrel
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....Mal Waltman
Program Director.....LeRoy Jolley
Publicity Director.....Ken McCoy
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946—MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
Phone Number 2-4381
Air Time.....6:30 a.m.-11 p.m.
President.....Dick Maguire
Station Manager.....Alan Abner
Chief Engineer.....Don Smith

KAST

ASTORIA—1936—MBS-KBS DON LEE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone Number 95
News Service .....UP
Transcription Service .....Standard
Representative .....Moore-Lund, Ayers
Membership .....BAB, NARTB
President.....Robert B. Chessman
Gen., Sta. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Commercial Manager.....Irving Steinbock
Chief Engineer.....Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.-Oper. By.....Wm. Ohlmann
Address.....612 Commercial St.
Phone Number 41
Representative .....Moore
Transcription Service .....World
News Service .....UP
Receiver .....Wm. Ohlmann

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....2030 Auburn Sts.
Phone Number 140
News Service .....UP
Transcription Service .....World
Gen., Comm. Mgr.....Kenneth B. Lockwood
Program Dir.....Kenneth Holden
Chief Engineer.....Charles Harland

KBND

BEND—1937—MBS-DON LEE

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone Number 848
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Moore-Lund
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pgm. Dir.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address .....Box 777
Phone Number.....Congress 7-2121
Air Time.....Day Time
News Service .....UP
Representative .....Moore-Lund
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Phil Waters

KWRO

COQUILLE—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
Phone Number 3961
News Service .....AP
Transcription Service.....Capitol, World
Membership .....NARTB
Sect.-Treas.....W. E. Walsh
General Manager.....Lynn C. Thomas
Program Director.....Robert Eubanks

KRUL

CORVALLIS—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address Trans. Lot.....1221 So. 15th St.
Phone Number 3-3322
News Service .....AP
Transcription Service.....Capitol, SESAC
Representative .....Keystone
Membership .....NARTB, BAB
President.....J. C. Haley
Gen., Sta. Mgr.....Loyal H. Vickers
Sales Prom. Mgr.....Jack Gallant
Program Director.....Ted C. Carlson
Chief Engineer.....Wm. C. Martin

KSGA

COTTAGE GROVE—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Coast Fork Broad Co.
Phone Number 1285
President.....W. Gordon Allen
General Manager.....Anthony Maucione
Program Director.....Jack Vaughn
Promotion Mgr.....Walter Dodd
Chief Engineer.....Bob Kennedy

KODL

THE DALLAS—1947—ABC

Frequency: 1230 Kc.....Power: 250 d., 100 n.
Owned-Oper. By.....Western Radio Corp.
Address .....Kodl Bldg.
Phone Number 2300
News Service .....UP
Transcription Service .....MacGregor
Pres., General Manager.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Promotion Director.....Monte DeVon
Chief Engineer.....Bruce Elliott

KASH

EUGENE—1947—ABC-KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Address.....P. O. Box 1600
Phone Number 5-3357
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Capitol
Representative .....Donald Cooke
Pres., Gen. Mgr.....E. L. Kincaid
Commercial Manager.....Paul N. Plank
Program Director.....Laura Plank
Asst. Mgr., Pub. Dir.....Clare Mattingly
Chief Engineer.....Norville M. Packard

KERG

EUGENE—1949—CBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Phone Number 5-4304
Air Time.....6 a.m.-M.
News Service .....AP
Newspaper Affiliation .....“Register-Guard”
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Commercial Manager.....Herb Michael
Publicity Director.....Jack Craig
Prom. Mgr., Prog. Dir.....Robert Fulton
Chief Engineer.....Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone Number 4-4214
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Lee Bishop
Commercial Mgr.....Virgil Parker
Program Director.....Harry Kirk
Publicity Director.....Bob Davis
Chief Engineer.....Floyd Viken

KUGN

EUGENE—1946—NBC

Frequency: 590 Kc.....Power: 1000 Watts d.; 1000 Watts n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
Phone Number 4-6216
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Meeker
Membership .....NARTB
Pres., Gen., Sta. Mgr.....C. O. Fisher
Commercial Manager.....E. W. Karl
Program Director.....Reg Roos
Chief Engineer.....George Hathaway

KRWC

FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Irving G. Schmidtke
Address.....Rt. 2, Box 245
Phone Number.....Forest Grove 6091
Representative .....Wm. Ayres
Transcription Service.....Standard, SESAC
News Service .....AP
Pres., Gen. Mgr.....Irving V. Schmidtke
Commercial Mgr.....James Forsythe

KUIN

GRANTS PASS—1939—MBS DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.

Business Address.....Redwood Hwy.
Phone Number 4477
News Service .....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NARTB, BAB
President.....A. E. Voorhies
General Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KIHR

HOOD RIVER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
Phone Number 8561
President.....C. H. Fisher
Station Manager.....Don McCutcheon
Chief Engineer.....James H. Platz

KFJI

KLAMATH FALLS—1923—MBS
DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....KFJI Bcstrs., Inc.
Address.....P. O. Box 692
Phone Number 22551
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....W. S. Grant, Moore-Lund
Membership .....NARTB
President.....W. D. Miller
Gen., Sta. Mgr.....Dick Maguire
Comm. Mgr., Pgm. Dir.....Bob McVay

KFLW

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number 8115
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership .....NARTB, BAB
President .....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Chief Engineer.....Bill Grimes

KLBM

LA GRANDE—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Phone Number 2201
News Service .....UP
Transcription Service.....Standard
Representative.....Moore & Lund
Membership .....NARTB, BAB
Gen., Comm. Manager.....Ken Lillard
Program Director.....Judy Holman
Chief Engineer.....Len Serdar

KGAL

LEBANON—1950

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 341
Phone Number 8631
News Service.....AP, INS
Transcription Service.....Langworth, SESAC
President, Gen. Mgr.....W. Gordon Allen
Station Manager.....John Trunan
Commercial Manager.....Don Wellman
Program Director.....Nate Bridges
Chief Engineer.....Danny Bridges

KMCM

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone Number 3811
Transcription Service .....World
News Service .....AP
President.....Jack B. Bladine
Gen., Comm. Mgr.....Glasco Branson
Chief Engineer.....Jack Adkins

KMED

MEDFORD—1922—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d. 1000 Watts n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone Number 2-4000
News Service .....UP
Transcription Service...Thesaurus, MacGregor
Station Representative.....Meeker Assoc.
President .....Vern Robinson
General, Sta. Manager.....Jennings Pierce
Commercial Manager.....Bill Hansen
Sales Prom. Mgr.....Norm Oberst
Program Director.....Russ Jamison
Chief Engineer.....Ray Johnson

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KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address.....27 North Fir St.
Phone Number 2-5277
News Service ..... UP
Newspaper Affilaition.....Mail Tribune
Representative .....Grant
Transcription Service .....Langworth
President .....Robert W. Ruhl
Gen., Sta. Mgr. .....Jimmy Dunlevy
Comm., Sales Prom. Mgr.....Tom MacLeod
Pgm. Dir.....John Ahern
Chief Engineer.....Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 276
Phone Number 560
News Service .....AP
Transcription Service .....World
Representative.....Wm. A. Ayres
Pres., Gen. Mgr.....Tom R. Becker
Commercial Manager.....Dan Kirch
Sales Prom. Mgr., Prog. Dir.....Ed Warmoth

KFIR

NORTH BEND—1951—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 905
Phone Number.....SK 9-7351
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....W. S. Grant, Keating, Natl. Rep
Pres., Gen. Mgr.....Josephine Edwards
Station Manager.....Glenn Nickell
Sales Prom. Mgr.....Charles Lee
Chief Engineer.....Arthur Schuldt

KSRV

ONTARIO—1946

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....Box 540
Phone Number 212
News Service .....UP
Representative....Pac. Northwest, Moore-Lund
Transcription Service .....Standard
Membership .....NARTB
General Manager.....Gordon L. Capps
Commercial Manager.....Robert Humphreys
Chief Engineer.....Charles E. Harland

KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number.....OR 5249
News Service .....AP
Transcription Service.....World, Associated
Representative .....Robt. Meeker
President.....Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.....Irwin S. Adams
Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number 1425
News Service .....UP
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Lea Phillips
Program Director.....Denmane Dayton
Chief Engineer.....Douglas Whipple

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Air Time.....6 a.m.-12 M.
News Service .....AP
Representative .....Edward Petry
Membership .....NARTB
President .....George Orput

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NEW YORK — CHICAGO
SAN FRANCISCO — LOS ANGELES

General Manager.....H. Quenton Cox
Program Director.....Donald Whitman
Chief Engineer.....Harold C. Singleton

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone Number.....CApital 1881
Air Time.....5:30 a.m.-2:00 a.m.
News Service.....UP, INS
Transcription Service .....Associated
Membership .....BAB
Station Representative.....Free & Peters Inc.
President .....Chris Witting
General Manager.....Joseph E. Baudino
Station Manager.....J. B. Conley
Commercial Manager.....Robert H. Prigmore
Sales Promotion Manager..Charles L. Burrow
Program Director.....Mel Bailey
Chief Engineer.....Tom Ely

KLIQ

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mercury Bdcstg. Co.
Address.....3908 N.E. Sandy Blvd.
Phone Number.....Webster 1290
Pres., Gen. Mgr.,
Prog. Dir.....Gordon E. Bambricks

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Mt. Hood Radio-TV Bcstg. Corp.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World, Standard
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Ted Gamble
Vice President.....C. H. Lane
Gen. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Willard Mears
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM

PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone Number.....ATwater 0106
News Service .....AP
Membership .....NARTB
Transcription Service.....Associated, World
Pres., Comm., Gen. Mgr.....Stanley M. Goard
Program Director.....Douglas Ducklow
Chief Engineer.....Charles K. Dickson

KPDQ

PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
Phone Number.....CA 9209
News Service .....AP
Jres., Gen. Mgr.....Jack W. Davis
Commercial Manager.....Dave Jack
Program Director.....Hal Starr
Chief Engineer.....Bob Beattie

KPOJ

PORTLAND—1932—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Journal Publ. Co.
Phone Number.....Broadway 3484
Studio Address.....1019 S.W. 10th
News Service .....UP
Newspaper Affiliation.....Oregon Journal
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NARTB, BAB
President.....Wm. W. Knight
General-Station Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Program Director.....Jack Moys
Chief Engineer.....Richard R. Pooley

KWJJ

PORTLAND—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
News Service .....INS
Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Rod F. Johnson
Prog. Dir.....Jerry Speerstra
Chief Engineer.....Les Windes

KXL

PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Box 5886
Phone Number.....BR. 6451
News Service.....UP, AP
Transcription Service .....Associated
Representative.....Walker, Pacific Northwest
Pres., Gen., Comm. Mgr.....H. S. Jacobson
Program Director.....Ric Thomas
Chief Engineer.....Len Garrett

KRCO

PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Phone Number 6-239
Representative.....Grant, Best, Keating
News Service .....UP

Pres., Gen. Mgr.....Norbert A. Miksche
Comm. Mgr., Chief Engr.....C. R. Matheny

KJUN

REDMOND—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Juniper Bcstrs., Inc.
Address.....P. O. Box 1240
Representative .....McGillvra
President .....Harold Singleton
General Manager.....F. G. Lieser
Sales Prom. Mgr.....Jack Leutjen
Chief Engineer.....Don Gay

KRNR

ROSEBURG—1935—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Address.....134 N. Jackson
Phone Number 3-5551
News Service .....AP
Transcription Service .....Standard
Newspaper Affiliation.....News Review Co.
Representatives .....Keating, Grant
Membership .....NARTB, BAB
President .....Frank Jenkins
Gen., Sta. Mgr.....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director .....Lyle Fenner
Chief Engineer .....Max Dick

KRXL

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....1640 Medford St.
Phone Number 3-4464
President.....Donn Radabaugh
General Manager.....Iris Rice Helliwell
Commercial Manager.....Lon D. Hunt
Chief Engineer.....Leo Reetz

KGAE

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KGAE, Inc.
Address .....Box 768
Phone Number 3-7121
News Service .....AP
President.....W. Gordon Allen
General Manager.....Robert Bruce
Program Director.....Jean McLean
Chief Engineer.....John Truhan

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone Number 3-3108
News Service .....UP
Transcription Service....Standard, Associated
Representative.....William G. Rambeau
Pres., Gen. Mgr.....Loring Schmidt
Program Director .....Carl Ritchie
Commercial Manager.....Seth Smith
Chief Engineer.....Robert Suing

KSLM

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone Number 3-4831
Representative .....Everett, McKinney
Air Time.....24 Hours
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership .....NARTB, BAB
President, Gen. Mgr.....Glenn McCormick
Sales Prom., Sta. Mgr.....Dave Hoss
Commercial Manager.....Bruce Brown
Publicity Director.....D. S. Hoss
Chief Engineer.....Clyde Carlton

KTIL

TILLAMOOK—1947

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 227
Phone Number.....Victor 2-4422
Representative .....Continental
President.....F. H. Guyton
Manager .....Tom Hoover
Chief Engineer.....Larry Brunes

NOW THAT
YOU CAN
HAVE THE
BEST,
WHY BE
SATISFIED WITH
LESS?
AP

PENNSYLVANIA

Pop. Feb. 1, 1954 (Est.) 11,223,000 — Families 3,145,600
Radio Homes 3,001,000 — TV Homes 2,375,000 — Stations in State 117

WAEB

ALLENTOWN—1948—ABC

Frequency: 790 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Oper. By: .....WAEB, Inc.
Address .....Center Square
Phone Number.....Hemlock 4-9364
News Service ..... UP
Representative .....George P. Hollingbery Co.
President .....Howard Wasserman
Commercial Mgr.....P. Robert Ackley
Chief Engineer.....William Gottshall

WHOL

ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.
Phone Number.....HE 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription .....Thesaurus
Representative .....Robert Meeker
Membership .....NARTB, BAB
President.....Charles G. Helwig
Sta. Mgr., Pgm. Dir.....J. F. Chambers
Publicity Director.....Syd Paul
Chief Engineer.....Gerald B. Werst

WKAP

ALLENTOWN—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Phone Number.....Hemlock 3-3166
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
President. .....N. Joe Rahall
Sta., Gen. Mgr. .....O. R. Davies
Chief Engineer.....C. Frank Cordaro

WSAN

ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number.....Hemlock 4-9511
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley Reed
General Manager .....B. Bryan Musselman
Sta., Comm. Mgr.....Olivia M. Barnes
Dir. of Programs.....George Y. Snyder
Chief Engineer.....Revel H. Musselman

WFBG

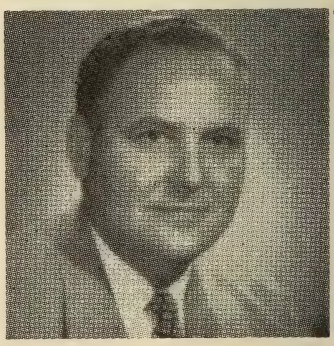
ALTOONA—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Phone Number 6467
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB
President.....George P. Gable
General Manager .....John M. Snyder
Sta., Sales Prom. Mgr.....James R. Gates
Chief Engineer.....George Burgoon

WRTA

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone Number 6646
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Robert Meeker
Membership .....NARTB



WHOL

ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation.

The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than $350,000,000 . . .and farm dollars exceeded $28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.

Together with WHOL, WAZL, WHLM, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHAS. G. HELWIG, Esq.
President
Rep. ROBERT MEEKER

Pres., Gen. Mgr.....Roy T. Thompson
Sta., Comm., Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Publicity Director.....Dave Deniston
Chief Engineer.....George Shaffer

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Phone Number 8127
News Service ..... UP
Transcription Service .....Standard
Representative .....Weed & Co.
President .....Emanuel S. Leopold
Manager .....Will Ketner
Comm., Prom. Mgr. .....Will Union
Chief Engineer.....Bernard Bopp

WAVL

APOLLO—1947

Frequency: 910 Kc....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
News Service .....UP
General Manager .....Cecil F. Clifton
Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.

WHLM

BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to $147,346,000. Add to this $21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."
Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WDVA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE
Owner and Operator

Owned-Oper. By.....No. Cambria Bcstrs.
Phone Number 1010
Transcription Service.....Thesaurus, World
News Service .....UP
Pres., Pub. Mgr.....Harris G. Breth
General Manager.....W. J. Thomas
Program Director.....William R. Raihall
Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number 4100
News Service.....UP, AP
Transcription Service.....Standard, World
Pres., Gen. Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Chief Engineer.....Frank W. Schaefer

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number.....University 6-8074-5
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Chief Engineer.....Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number 1700
News Service .....AP
Gen. Mgr.....Ed Darlington
Chief Engineer.....Robert Fulton

WHLM

BLOOMSBURG—1948

Frequency: 690 kc.....Power: 1000 Watts a.
Owned-Oper. By.....Harry L. Magee
Address .....Hotel Magee
Phone Number 1800-1
News Service .....AP
President .....Harry Magee
General Manager.....Robert R. Williams
Commercial Mgr.....Pat Campbell
Sales Prom. Mgr.....Ray Calabrese
Prog. Dir.....James K. Stock
Chief Engineer.....Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1-1100
News Service ..... UP
President.....William G. Matta
Commercial Manager.....George Matta
Chief Engineer.....Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By. .....WESB
Business Address.....43 Main St.
Phone Number 3173
Air Time .....7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
Gen. Mgr., Sls. Prom., Pub. Dir...J. M. Cleary
Commercial Manager....Frederick P. Tascone
Program Dir.....Lloyd P. Gordon
Chief Engineer.....Dean Merry

WBUT

BUTLER—1949

Frequency: 1580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....J. Patrick Beacom
Phone Number 75-778
News Service .....AP
President.....J. Patrick Beacom
Gen., Comm. Mgr.....Kenneth E. White
Program Director.....Rick Hanna
Chief Engineer.....Gerald L. Coleman

WISR

BUTLER—1941—TRI-STATE

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By ..The Butler Bcstg. Co., Inc.
Business-Studio Address.....357 N. Main St.
Phone Number.....Butler 4701-2
Air Time.....6:30 a.m.-Sunset
Membership .....PAB
News Service .....UP
President.....Joel W. Rosenblum
General Manager.....Robert Kaufman
Program Director.....Warren Ihlenfeld
Chief Engineer.....Paul Rex

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
Phone Number.....Carbon. 1230
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke, Inc.
Membership .....NARTB
President ....William H. Ware
General Manager.....John R. Kreiger
Comm. Mgr.....Frank T. Bailey
Chief Engineer.....Walter F. Rude

WHYL

CARLISLE—1952

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Holly Pike
Phone Number 1785
News Service .....UP
President.....Richard F. Lewis, Jr.
General Mgr.....Winslow T. Porter
Chief Engineer.....Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number 1110
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Forjoe
Membership .....NARTB, BAB
President.....C. M. Cassell
General Manager.....John S. Booth
Sta., Comm. Mgr.....Earl P. Strine
Chief Engineer.....James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg.
Business-Studio Address.....Fifth St.
Phone Number.....Charleroi 3-6551
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
President.....Dr. A. S. Sickman
Gen. Mgr.....C. R. Duvall
Program Dir.....George Gailey
Chief Engineer.....Sylvio Garfolo

WPWA

CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address.....3500 Edgmont Ave.
Phone Number 4-4321
News Service .....UP
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Lou Poller
Commercial Manager.....Cy Swingle
Chief Engineer.....Harry Simmington

WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number .....Chester 2-8861
News Service .....UP
Pres., Gen., Comm. Mgr.....James M. Tisdale
Program Director.....Robert A. Hibbert, Jr.

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Phone Number 5-5541
Newspaper Affiliation.....Clearfield Progress
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NARTB, BAB
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta., Comm. Mgr.....Joseph Milsop
Chief Engineer.....Lewellyn Duck

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....703 E. Chestnut St.
Phone Number 2100
Transcription Service .....SESAC
News Service .....UP
Representative .....Grant Webb
Membership .....NARTB
Pres., Gen. Mgr.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes
Sta. Mgr., Secy., Chief Eng....Louis N. Seltzer

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....126 W. Crawford Ave.
Phone Number.....Connellsville 2700
News Service .....UP
Transcription Service.....SESAC, World
President .....Raymond Galiardi
Gen., Sta. Mgr.....Jack Craddock
Chief Engineer.....Paul Queer

WFRM

COUDERSPORT—1953

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
Phone Number 611
President.....C. H. Simpson
Vice-Pres., Gen. Mgr.....John A. Fay
Sales Manager.....George A. Clark
Commercial Mgr.....David W. Hammond
Chief Engineer.....Maurice Sherman

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....Hart Bldg.
Phone Number 220
News Service .....AP
Transcription Service .....World
Representative.....Indie Sales, Inc.
President.....Charles M. Meredith
Gen., Sta., Comm. Mgr.....William A. Lynch
Program Director.....Robert Fretz
Chief Engineer.....P. Robert Wright

WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Business-Studio Address.....80 N. Park Pl.
Phone Number 1700
News Service .....UP
Transcription Service .....SESAC
Representative .....McGillvra
President .....Harold Gray
General Mgr.....Jason S. Gray
Commercial Manager.....George Williams
Promotion Mgr.....Ken Johnson
Chief Engineer.....Bernard Guewich

WEST

EASTON—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Phone Number 6131
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WIKK

ERIE—1949—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus.-Studio Address.....1021 State St.
Phone Number 23-248
News Service .....AP
Transcription Service .....World
President .....Edward Lamb
Gen., Sta. Mgr.....Charles R. Kinney
Commercial Mgr.....William George
Promotion Director.....Jack Shumaker
Program Director.....James Hurley
Chief Engineer.....Ken Husband

WJET

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jet Bcstg. Co.
Address.....1635 Ash St.
Phone Number 4-6013
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Myron Jones
Commercial Manager.....Lou Skelly
Chief Engineer.....William Fleckenstein

NOW THAT YOU CAN HAVE THE *BEST*, WHY BE SATISFIED WITH *LESS?*

PA

WERC

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio Address .....121 W. 10 St.
Phone Number 46367
News Service .....UP
Representative .....Weed
President.....Jacob A. Young
General Manager.....Arthur M. Ingram
Program Director.....J. Jacob Young
Chief Engineer.....Ken Hestor

WLEU

ERIE—1933

MBS-QUAKER-KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Commodore Perry Bcstg. Service, Inc.
Bus.-Studio-Trans. Add....212 Commerce Bldg.
Phone Number.....23-327, 22-129
Air Time.....Full Time
News Service .....AP
Representative.....Adams J. Young Jr.
President.....Owen K. Murphy
General Manager.....Philip B. Hirsch
Chief Engineer.....William P. Sepenick

WERC

ERIE PENNSYLVANIA'S LEADING REGIONAL STATION GIVES YOU OUTSTANDING MERCHANDISING

Pluses

BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE POSTERS
THEATER SCREEN PROMOTION

NBC

5000 WATTS
1260 KC

Represented by
WEED & CO.

WGET

GETTYSBURG—1950—KBS QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address.....P. O. Box 28
Phone Number 850
News Service .....AP
Transcription Service .....World
Gen., Sta., Comm., Prom. Mgr.
Murray L. Goldsborough
Program Director.....C. W. Baker, III
Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d., 500 n.
Owned-Oper. By....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone Number.....Greensburg 3740
News Service .....UP
Transcription Service .....Lang-Worth
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.
Address ..... Hanover Rd.
Phone Number 3831
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Pres., Sta. Gen. Mgr.....John D. Bare
Program Director.....Ned Rutledge
Publicity Director.....Ed John
Chief Engineer.....Philip Rohrbaugh

WCMB

HARRISBURG—1948—MBS

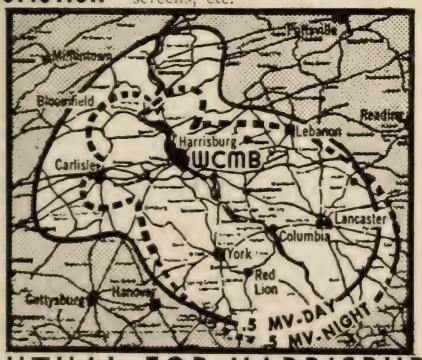
Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Business-Studio Address.....228 Court St.
Phone Number 4-3005
Air Time.....24 Hours
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Donald Cooke, Inc.
Membership .....NARTB
President.....Edgar T. Shepard, Jr.
General Manager.....Ed K. Smith
Commercial Mgr.....Rudolph O. Marvoux
Sales Prom. Mgr.....Gilbert Brown
Program Director.....John Archer
Chief Engineer.....J. Howard Bair

WCMB
means BUSINESS in
HARRISBURG

POWER 5000 watts day and night covers the ENTIRE Harrisburg Market.

PROGRAMS Top News, Sports, Local and MBS Features.

PROMOTION Window displays, bus cards, theater screens, etc.



MUTUAL FOR HARRISBURG
5000 WATTS 24 HOURS DAILY

AND NOW
TELEVISION
ON
WCMB-TV

Following the successful formula of WCMB-Radio with selected specialty shows from a quality talent roster.

Priced less than you'd expect for the companion station to one of the nation's most alert and progressive radio operations.

HARRISBURG
WCMB-TV

Harrisburg—

Pennsylvania's Best LARGE Market

WHP & WHP-TV

Best Buy In Pennsylvania's Capital City.

The most powerful advertising medium for tapping this high Per Capita income market, plus the rich South Central Pennsylvania area.

It gives you the insurance of a well established audience for your sales message. The staff of WHP and WHP-TV has the showmanship and experience to present your sales story in the most effective way possible in this top quality market of Pennsylvania. The stability gained through 30 years of service to the Harrisburg area makes this the outstanding medium for making sales.

The same audience loyalty which WHP has enjoyed through the past 30 years also prevails in television — and the results of the two mediums tied together are inevitable.

The tested medium for selling Harrisburg and the South Central Pennsylvania area is WHP and WHP-TV. It's your best buy.

WHP

AND

WHP-TV

Key Stations of the Keystone State

Harrisburg, Pa.

Represented by The Bolling Co.

CBS Radio and Television Affiliates

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address.....112 Market St.
Phone Number 4-4988
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Herbert Kendrick
Station Manager.....Jack Hooper
Pub. Dir.....Red McCarthy
Chief Engineer.....William Kuntz

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....The Bolling Co.
Membership .....NARTB
Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Publicity Dir.....John Price
Chief Engineer.....E. Daniel Leibensperger

WKBO

HARRISBURG—1922—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number 4-0191
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Station Executive.....Clair R. McCollough
Station Manager.....Henry M. Traugh
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Seibert D. Eberly
Technical Director.....J. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Phone Number.....Gladstone 4-3511
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Victor C. Diehm
Sales Prom. Mgr.....Thomas Tito
Program Director.....Bill Graham
Publicity Dir.....Betty Mulligan
Chief Engineer.....Elwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus.-Studio Address.....105 E. Eighth Ave.
Phone Number.....HO 1-0172
News Service .....UP
Representative .....Forjoe
General Manager.....Roy Ferree
Station Mgr.....Leonard Walk
Promotion Dir.....Sid Dickler
Chief Engineer.....James Herbert

WHUN

HUNTINGDON—1947—KBS

Frequency: 1150 Kc.....Power: 500 Watts
Owned-Oper. By..Joseph F. Biddle Publ. Co.
Bus.-Studio Address.....400 Washington St.
Phone Number 1291
Newspaper Affiliation....."Daily News"
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Indie Sales
President.....John H. Biddle
General Manager.....William E. Germann
Chief Engineer.....Ernest A. Craig

WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . $6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will deliver to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

Together with WAZL, WHOL, WIDE, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President and Gen. Mgr.
Rep. ROBERT MEEKER

WDAD
INDIANA—1945—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAD Inc.
Address.....673 Philadelphia St.
Phone Number 5-5511
News Service .....UP
President.....W. K. Ulerich
General Manager.....Winsor Brown
Commercial Mgr.....Jonas Termin
Chief Engineer.....Stanley Graziadio

WARD
JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number 81-216
News Service .....UP
Transcription Service .....World
Representative .....Weed
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Chief Engineer.....Millard C. Coleman

WCRO
JOHNSTOWN—1947—ABC-MBS
QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....Fort Stanwix Hotel
Phone Number 9-1187
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Representative.....Radio-TV Reps
President.....John J. Keel
General Manager.....Stewart W. Phillips
Asst. to Manager.....Jane Smith
Chief Engineer.....Earl Castine

WJAC
JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Phone Number 4-1267
Newspaper Affiliation .....Tribune-Democrat
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Young
Membership .....NARTB
President.....W. W. Krebs
Station Manager.....John P. Foster
Comm. Mgr.....Park Claycomb
Publicity Director.....Edward T. Bunn
Chief Engineer.....Theodore E. Campbell

WACB
KITTANNING—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone Number 43-1381
News Service .....AP
Transcription Service .....Thesaurus
President .....J. B. Moore
General Manager.....Edward J. Hirshberg
Station Manager.....Clyde W. Cranmer
Commercial Mgr.....Albert Dame
Chief Engineer.....Joseph Pelletier

WGAL
LANCASTER—1922—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number 5251
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
President.....Clair R. McCollough
Station Manager.....Maynard W. Thomas
Nat. Sales Mgr.....J. Robert Gulick
Program Mgr.....Kenneth Kreider
Technical Director.....J. E. Mathiot

WLAN
LANCASTER—1946
ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone Number 7261
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Headley-Reed
Pres., Gen. Mgr.....Frank H. Altdoerffer
Vice-President.....S. M. Altdoerffer
Commercial Mgr.....Stanley Baker
Promotion Dir.....Bernie De Paul
Program Dir.....Ted Pollack

WLSH
LANSFORD—1952

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Phone Number 1440
News Service .....UP
Transcription Service...Associated, Thesaurus
Representative .....Everett-McKinney
President.....Joseph L. Maguire
Station Manager.....John W. Angst
Commercial Manager.....J. C. Lindvay
Program Director.....Bud Angst
Chief Engineer.....Milton W. Seltzer

WAKU
LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Clearfield Bcstrs. Inc.
Address .....Depot St.
Phone Number 2348
Transcription Service.....Thesaurus, World
President.....W. K. Ulerick
General Manager.....W. J. Thomas
Chief Engineer.....Bernard Guidos

WLBR
LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number 2-7651
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
President.....H. Raymond Stadiem
Prog. Dir.....Henry Homan
Chief Engineer.....M. Leonard Savage

WKVA
LEWISTOWN—1949—ABC

Frequency: 920 Kc.....Power: 1000 Watts a
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
Phone Number 6771
News Service .....UP
Representative .....Gill-Perna
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Pgm. Dir.....Lynn Bloom
Promotion Dir.....Reed Gray
Sales Prom. Mgr.....Robert Hyle
Chief Engineer.....Robert Steltzer

WMRF
LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address....Monument Square
Phone Number 6757
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Prom., Pub. Director.....James Keyes
Chief Engineer.....Kenneth Callahan

WBPZ
LOCK HAVEN—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number 4038
Air Time.....Full Time
News Service.....AP, UP
Transcription Service...Thesaurus, Langworth
Representative.....Joseph Hershey McGillvra
Membership .....NARTB, BAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Prog., Publ. Director.....Dave King
Chief Engineer.....Kenneth C. Caum

WEDO
McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address .....Box 810
Phone Number .....McKeesport 4-7167, Homestead 1-3113
News Service .....AP
Trans. Service .....Thesaurus
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Chief Engineer.....Wilkes E. Hurley

WMCK
McKEESPORT—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Phone Number 8-8888
News Service .....UP
Transcription Service.....Lang-Worth, World
President .....Robert M. Cox
Gen., Prom. Mgr.....Gene Kline
Station Manager.....Sam Vidnovic
Chief Engineer.....Charles White

WMGW
MEADVILLE—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone Number 46-723
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Transcriptoin Service .....World
Membership .....NARTB, BAB
President .....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Douglas M. Rose
Program Director.....James Strickler
Chief Engineer.....Jack Harvey

WPEL
MONTROSE—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Montrose Bcstg.
Address.....Lake & Locust St.
Phone Number 397
President.....W. Douglas Roe
General Manager.....Loren F. Bridges
Chief Engineer.....Chales Hallinan

WHWL
NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone Number.....Nanticoke 1332
News Service .....UP
Transcription Service .....Capitol
Representative .....Forjoe
President.....Henry W. Lark
General Manager.....Jones Evans

In WFIL-adelphia ONE POINT OF SALE FOR

7,407,400 Good Customers

WFIL is the station that increases the dimensions of the Philadelphia Market—gives you the greatest one-medium coverage of a 4-state area almost TWICE THE SIZE of the Philadelphia Retail Trading Zone.

WFIL-adelphia is the area—37 counties in Pennsylvania, New Jersey, Delaware, New York—where a population of 7½-million annually has $13-billion to spend.

For Philadelphia's top radio coverage . . . most effective promotion . . . most complete merchandising—Philadelphia advertisers place more spot advertising with WFIL than any other station.

Source: Broadcast Advertisers Report, Sept. '53

WFIL

The Philadelphia Inquirer Station

ABC AFFILIATE • *Represented by* JOHN BLAIR & COMPANY

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Business-Studio Address.....Lincoln Ave.
Phone Number.....Oliver 4-5501
Air Time.....Full Time
News Service .....UP
Representative .....Everett-McKinley
President, General Mgr.....S. W. Townsend
Station Manager.....A. W. Graham
Comm., Sales Prom. Mgr.....I. A. Eubanks
Program Dir.....Harry Reith
Publicity Dir.....Al Francis
Chief Engineer.....Donald Dout

WKPA

NEW KENSINGTON—1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number.....Edison 7-3588
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....C. R. Cooper
Gen., Sta. Mgr.....E. J. Kroen
Commercial Manager.....Melvin Goldberg
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number .....Norristown 8-7600
News Service .....AP
Transcription Service .....SESAC
Membership .....NARTB
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Station Manager.....John M. Banzhoff
Chief Engineer.....Julius Kosik

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone Number 4-1269
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Kenneth E. Rennekamp
Commercial Mgr.....Catherine McLaughlin
Promotion Mgr.....Mary Freed
Program Director.....Ruth Siembadi
Chief Engineer.....David McElhatten
Publicity Director.....Patrick Nuhfer

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address..1625 "K" Street, N.W.
Phone Number.....Sterling 3-0903
Air Time.....Full Time
News Service.....INS, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....BAB
President.....Chris J. Witting
General Manager.....Joe Baudino
Station Manager.....Franklin A. Tooke
Commercial Manager.....R. H. Teter
Prom. Mgr., Publ. Dir.....Paul I. Woodland
Program Director.....Gordon Davis
Chief Engineer.....I. N. Eney

WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.
Phone Number.....GReenwood 7-8300
Air Time ..... Unlimited
News Service.....AP, INS
Transcription Service .....Lang-Worth
Representative.....CBS Radio Spot Sales
Pres., Gen. Mgr. .....Donald W. Thornburgh
Exec. Vice-President.....Jos. L. Tinney
Commercial Manager .....John S. DeRussy
V.P., Prog. Director.....Jos. T. Connolly
V.P., Prom. Dir.....Robert N. Pryor
V.P., Director of Engr.....John G. Leitch

WDAS

PHILADELPHIA—1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Max M. Leon, Inc.
Business-Studio Address.....223 Arch St.
Phone Number.....MArket 7-8484
News Service .....AP
Representative .....Forjoe
Membership .....NARTB
President .....Max M. Leon
Gen., Comm. Mgr.....Robert A. Klein
Program Director.....Fred H. Greene
Prom. Mgr.....Louis Palens
Chief Engineer.....Frank W. Unterberger

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Phone Number.....EVergreen 2-4700
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, World
Representative .....Katz
Membership .....NARTB
General Manager.....Roger W. Clipp
Operations Asst. to Gen. Mgr.
John D. Scheuer, Jr.
Executive Assistant.....George A. Koehler

how do you measure a radio station?

Our advertisers measure by results!

That's why more advertisers use WIP than any other Philadelphia network radio station, to sell their products and services.

National Representatives
EDWARD PETRY & CO., INC.

WIP
610 KC

PHILADELPHIA 7, PA.

PHILADELPHIA'S PIONEER VOICE

Promotion Mgr. ..... Joe Zimmermann
Program Dir. ..... Felix Meyer
Publicity Dir. ..... John J. Hyland
Chief Engineer ..... Henry Rhea

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Independence Bcstg. Co.
Business-Studio Address ..... 1505 Walnut St.
Phone Number ..... RIttenhouse 6-2058
Representative ..... Indie Sales
Pres., Gen., Comm. Mgr. .. William A. Banks
Prom., Sta. Mgr. ..... Dolly Banks
Chief Engineer ..... Charles Lehmann

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... Seaboard Radio Bcstg. Corp.
Business-Studio Address ..... 1425 Walnut St.
Phone Number ..... Rittenhouse 6-2300
News Service ..... UP
Representative ..... Radio Reps.
President ..... Paul F. Harron
Vice-Pres. ..... Joseph Lang
Gen.-Sta.-Comm. Mgr. ..... Edward D. Clery
Sales Prom., Publ. Dir. ..... Rupe Werling
Technical Director ..... John H. Henninger
Chief Engineer ..... George Hooper

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Pennsylvania Bcstg. Co.
Business-Studio Address ..... 35 S. 9th St.
Phone Number ..... WAlnut 2-6800
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... World
Representative ..... Edward Petry
Membership ..... BAB
Pres., Gen., Sta. Mgr. ..... Benedict Gimbel, Jr.
Dir. of Sales ..... Ralph Brent
Loc. Sales Mgr. ..... Clyde Spitzner
Program Director ..... Varner Paulsen
Prom. Mgr., Pub. Dir. ..... Edward Wallis
Technical Director ..... Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Patrick J. Stanton
Business-Studio Add ess ..... 2043 Locust St.
Phone Number ..... LOcust 4-2300
News Service ..... AP
Transcription Service ..... SESAC
Representative ..... McGillvra
Gen., Sta. Mgr. ..... Patrick J. Stanton
Commercial Mgr. ..... Charles Stahl
Prog. Dir. ..... Michael Deegan
Chief Engineer ..... Alec Felton Iles

WIBG
PHILADELPHIA

RUPE: WE DID IT AGAIN, SO RUN THIS SAME AD AGAIN. E. D. C.

CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC
NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES

WPEN
PHILADELPHIA—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone Number.....LOcust 4-6000
News Service.....AP, UP
Representative.....Gill-Perna
Membership.....BAB
President.....William Sylk
Gen., Sta. Mgr.....William B. Caskey
Asst. Sta. Mgr.....Murray Arnold
Commercial Mgr.....Erwin Rosner
Chief Engineer.....Charles W. Burtis

WTEL
PHILADELPHIA—1925

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By..Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone Number.....Davenport 4-4310
Pres., Pgm. Dir.....E. Douglass Hibbs
General Manager.....Henry N. Cocker
Chief Engineer.....John Field

KDKA
PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 1-4200
Air Time.....Unlimited
News Service.....AP, UP
Representative.....Free & Peters
Membership.....BAB
President.....Chris J. Witting
V.P., General Manager.....Joseph E. Baudino
Station Manager.....L. R. Rawlins
Commercial Manager.....John Stilli
Promotion Manager.....David N. Lewis
Program Manager.....Robert E. White
Publicity Manager.....Lee Curran
Chief Engineer.....Theodore C. Kenney

KQV
PITTSBURGH—1919—CBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Bus.-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 1-9100
Air Time.....Unlimited
News Service.....UP
Representative.....Weed
Exec. Vice President.....Gunnar O. Wiig
Gen., Sta. Mgr.....J. F. Murray
Comm. Mgr.....Chris Salmon
Prom., Pub. Dir.....Owen Simon
Program Dir.....John Gibbs
Chief Engineer.....James J. Schultz

WCAE
PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Phone Number.....Atlantic 1-6900
Air Time.....5:45 a.m.-1 a.m.
News Service.....INS
Representative.....Katz
Membership.....NARTB, BAB
Pres., General Manager.....Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Carl M. Dozer
Prom. Mgr., Pub. Dir.....William Thieman
Chief Engineer.....James Greenwood

WJAS
PITTSBURGH—1921—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address.....411 Seventh Ave.
Phone Number.....Grant 1-4860
Air Time.....6 a.m.-12:30 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Hollingbery
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchheit
Program Director.....William Babcock
Publicity Director.....Caley E. Augustine
Chief Engineer.....Walter W. McCoy

WPGH
PITTSBURGH—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pittsburgh Bcstg. Co.
Bus.-Studio Address.....220 N. Highland Ave.
Phone Number.....EMerson 1-5000
News Service.....AP
Transcription Service.....Lang-Worth
President.....George M. Harton
General Manager.....Howard Lazarus
Chief Engineer.....Ralph L. Ketterer

WPIT
PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Phone Number.....ATlantic 1-1900
News Service.....UP
Representative.....Forjoe
President.....John J. Laux
V.P., Gen., Sta., Comm. Mgr.....Don Ioset
Chief Engineer.....Mike Komichak

WWSW
PITTSBURGH—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWSW, Inc.
Bus.-Studio Address.....Sheraton Hotel

Phone Number.....GRant 1-5200
News Service.....UP
Representative.....John Blair
Membership.....NARTB
President, Gen. Manager.....O. M. Schloss
Station Manager.....Ben W. Muros
Chief Engineer.....Henry R. Kaiser

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
Phone Number.....5000
News Service.....UP
Representative.....Indie Sales
Membership.....BAB
Pres., Gen. Mgr.....Herbert Scott
Commercial Manager.....Clifford M. Chafey
Chief Engineer.....Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS-KBS QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
Phone Number.....Pottsville 5050
News Service.....UP
Transcription Service.....Associated
Representative.....Everett-McKinney
President.....Joseph L. Maguire
General Mgr.....Louis H. Murray
Comm. Mgr.....Frank L. Tamulonis
Program Director.....Horace Richards
Chief Engineer.....Milton Seltzer

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 4744
News Service.....AP
Transcription Service.....World
Membership.....NARTB
Owner, Gen. Mgr.....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Chief Engineer.....A. V. Tidmore

WPME

PUNXSUTAWNEY—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Phone Number.....1221
President.....Sheridan Pruett
Vice-Pres., Gen. Mgr.....C. M. Erhard Jr.
Commercial Mgr.....Michael Catanzarito
Program Director.....C. Robert Shaw
Chief Engineer.....Joseph Pelletier

THOSE WHO KNOW FAMOUS BRANDS....

Says General Manager Harris Lipez, WBPZ, Lock Haven, Pa.: "**Associated Press** makes it easier to offer a salable program to any sponsor."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jefferson Bcstg.
Address.....110 N. Findley
Phone Number 2080
Representative .....McGillvra
President.....C. H. Simpson
Gen., Comm. Mgr.....Richard Bower
Program Director.....Jim Crummy
Chief Engineer.....Kenneth Bowers

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Hawley Bcstg. Co.
Business-Studio Address.....433 Penn St.
Phone Number 6-7335
Air Time.....6:15 a.m.-12 M.
Newspaper Affiliation.....'Eagle Times"
News Service .....UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Hawley Quier
General Manager.....Thomas Martin
Commmercial Mgr.....K. Richard Creftz
Program Director.....George Carroll
Chief Engineer.....David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
News Service .....AP
Representative .....H-R Reps.
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Sales Mgr.....Dick Paisley
Program Director .....Alan Lane
Chief Engineer.....Louis Littlejohn

WRAW

READING—1922—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Frank J. Voss
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Saul Miller
Technical Director.....J. E. Mathiot

WGCB

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Phone Number 3-3471
Address .....Box 88
News Service .....UP
President.....Rev. John M. Norris
Gen., Sta. Mgr.....John H. Norris
Commercial Mgr.....Vincent A. Freeman
Chief Engineer.....Geary Russel

WKBI

ST. MARYS—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Phone Number 4-2821
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB, BAB
General Manager.....C. H. Simpson
Commercial Manager.....R. H. Knouse
Program Director.....John A. Fay
Promotion Manager.....Herbie Martin
Chief Engineer.....Gilbert H. Wogan

WATS

SAYRE—1950—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Susquehanna Val. Bcstg. Co.
Address.....110 N. Elmer Ave.
Phone Number.....TUrner 2-2401
Transcription Service.....Thesaurus, World
Representative .....Indie Sales
Membership .....NARTB, BAB
News Service .....UP
Owner.....T. K. Cassel
General Manager.....Walter D. Knowles
Progam Director.....William J. Miller
Chief Engineer.....Benjamin A. Franklin

WARM

SCRANTON—1939—ABC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Union Bdcst. Co.
Address .....Bowman Bldg.
Phone Number 4-1148
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Representative .....Hollingbery Co.
Transcription Service .....Thesaurus
Membership .....BAB
President .....Martin F. Memolo
Gen., Sta. Manager.....William M. Dawson
Sales Prom. Mgr., Pub. Dir...Donald S. Preven
Program Director .....Joseph H. Salsburg
Chief Engineer.....Roswell J. Parker

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.: 500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number .....SC 2-0296
Air Time .....6 a.m.-1:05 a.m.
News Service .....AP
Representative .....John Blair

Membership .....NARTB
President.....Mrs. M. E. Megargee
Vice-President.....Mrs. Douglas Holcomb
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager.....Robert E. McDowell
Program Director.....Frank Monaghan
Chief Engineer.....Kenneth R. Cooke

WQAN
SCRANTON—1923

Frequency: 630 Kc. .....Power: 500 Watts d.
Owned-Oper. By .....The Scranton Times
Address Trans. Loca. .....149 Penn Ave.
Phone Number 2-9151
News Service .....UP, AP
Transcription Service....Standard, Langworth
Membership .....NARTB, BAB
Gen., Sta., Prom. Mgr.....Cecil Woodland
Comm. Mgr.....Frank McCaffery
Program Director.....Hugh Connor
Chief Engineer.....Guy Rauer

WSCR
SCRANTON—1947—NBC

Frequency: 1320 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number 7-3388
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Pres., Gen., Comm. Mgr....David M. Baltimore
Program Director.....Barry Sherman
Chief Engineer.....Willard Shimsky

WISL
SHAMOKIN—1947—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number 8-6831
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Program Director.....Dick Owens
Chief Engineer.....Ray Williard

WPIC
SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
News Service .....UP
Transcription Service.....Associated, World
Representative.....Adam J. Young, Jr.
Pres., Gen. Mgr.....John Fahnline, Jr.

ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

Total Retail Sales	*Radio Families*	*Population*
$1,034,174,000	276,470	1,172,900

— Data from 1953 Consumer Markets - SRDS —

FOOD	$247,722,000	FILLING STATIONS	38,581,000
GENERAL MERCHANDISE	101,169,000	BUILDING MATERIALS-HARDWARE	53,752,000
APPAREL	72,815,000	EAT-DRINK	73,825,000
HOME FURNISHINGS	55,657,000	DRUG	19,662,000
AUTOMOTIVE	146,815,000	FARM INCOME	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

SEE
FORJOE & COMPANY
New York — Chicago — Atlanta — Los Angeles — San Francisco

WISL
1000 W . . . 1480 Kc
Full Time . . . Mutual

RADIO ANTHRACITE, INC.
Rock and Sunbury Sts.
Shamokin, Penna.

WHWL
1000 W . . . 730 Kc
Day Time . . . Independent

Program Director.....Marc McCulloch
Chief Engineer.....A. C. Heck

WVSC

SOMERSET—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone Number 4186
News Service .....UP
Transcription Service .....Standard
Representative .....Indie Sales
Gen., Comm. Mgr.....T. H. Oppegard
Station Mgr.....Carl R. Lee
Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888
News Service .....AP
Transcription Service .....World
Co-Owner.....R. J. Kennard
Co-Owner.....W. K. Ulerich
Commercial Manager..... Miriam Krebs
Program Director.....W. J. Morris
Chief Engineer.....Douglas Beman

WVPO

STROUDSBURG—1948

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone Number.....Stroudsburg 1102
News Service .....UP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Comm. Mgr.....Chester S. Miller
Station Manager.....Elton Hall
Managing Director.....Francis H. Brinkley
Chief Engineer.....Ernest Transue

WKOK

SUNBURY—1933—CBS-QUAKER

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone Number.....Sunbury 1325-6
News Service .....AP
President.....Harry H. Haddon
Gen., Sta. Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director .....Michael J. Kane
Publicity Director.....Malcolm E. Arter
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—1936
CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....F. Natl Bldg.
Phone Number 8-3900, 8-3909
Air Time .....7 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....SESAC
Representative .....Meeker Asso., Inc.
Pres., Gen. Mgr. .....J. C. Burwell
Station Manager.....James Gismondi
Prom., Pgm. Dir.....C. H. Underwood
Publicity Director.....Anne Kovar
Chief Engineer.....William Henzly

WNAE

WARREN—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address.....First Natl. Bank Bldg.
Phone Number 3032
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....David Potter
Commercial Manager.....James W. Potter
Program Director.....Leroy Schneck
Chief Engineer .....Homer M. Haines

WJPA

WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number 4870
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Managing Director.....A. Boyd Siegel
Gen., Prom. Manager.....John L. Merdian
Commercial Mgr.....Peter Stanton
Program Director.....G. Robert Johnson
Chief Engineer.....Chris E. Langhurst

WAYZ

WAYNESBORO—1953

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....21 W. Main St.
Phone Number 1900
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw
Program Director.....John Geiger
Chief Engineer.....Fred Brabandt

WBAX

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Phone Number.....VA 3-0198
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
Licensee .....Anna Stenger
General Manager.....John H. Stenger, III
Program Director.....Ed Kuzma
Chief Engineer.....Milan Krupa

WBRE

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number.....Valley 3-3101
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transportation Service.....Langworth
Representative .....Headley-Reed
Membership .....NARTB, BAB
Owner.....Louis G. Baltimore
General Manager.....David M. Baltimore
Operations Director.....Franklin D. Coslett
Chief Engineer.....Charles Sakoski, Sr.

WILK

WILKES-BARRE—1947
ABC-QUAKER

Frequency: 980 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number.....VA 4-4666
Air Time.....Full Time
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Mitchell Jenkins
Exec. V.P., Gen. Mgr.....Roy E. Morgan
Treasurer.....Thomas P. Shelburne
Commercial Manager.....Luther Strittmatter
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC

WILLIAMSPORT—1949

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Lycoming Bcstg. Co.
Address.....331 Pine St.
Phone Number 24676
Transcription Service .....Thesaurus
President.....John T. Keliher
Gen., Sta. Mgr.....W. Richard Carlson
Promotion Manager.....Harry Wagner

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRAK, Inc.
Address .....244 West 4th St.
Phone Number 2-6116
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Everett McKinney
Membership .....NARTB, BAB
Pres., Gen. Mgr.....George E. Joy
Comm. Mgr.....J. Wright Mackey
Pgm. Mgr.....Leon E. Kelly
Production Mgr.....Irving Berndt
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

IN NORTH CENTRAL PENNA.

The right combination for a REAL selling campaign in the Williamsport market.

WRAK
NBC
AM — AFFILIATE — FM

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK · CHICAGO
LOS ANGELES

Since 1930, The Pioneer Broadcasters in Williamsport

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River - New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An "active" audience responsive to a rich variety of TOP-RATED local and CBS-Radio programs — RESULTFUL programs consistently hitting the mark of PRIMARY listening attention. Listeners who LISTEN are buyers who BUY!

to reach the most buyers...

IN NEW ENGLAND MORE PEOPLE LISTEN TO WPRO THAN ANY OTHER RHODE ISLAND STATION.

BUY BASIC... CBS ... **WPRO** AM & FM

PROVIDENCE · 630 KC · 5000 W

Represented by John BLAIR & COMPANY

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl
Phone Number 7119
Air Time .....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....Louis C. Cate
Sales Prom. Mgr.....Phil Lane
Publicity Director.....John B. Willmann
Chief Engineer.....Carl Steinbacher

WNOW

YORK—1948—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number.....8-2911, 8-2952
News Service .....AP
Transcription Service .....Associated
General Manager .....Lowell W. Williams
Commercial Manager .....John O. Border
Program Director.....H. E. Daugherty
Sales Promotion Manager.....Edwin L. Jay
Chief Engineer.....Glenn Winter

WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number 6629
News Service .....UP
Transcripiton Service .....Thesaurus
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Glenn M. Brillhart
Technical Director.....J. E. Mathiot

WSBA

YORK—1942—ABC—QUAKER

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Address.....53 N. Duke St.
Phone Number.....YO 82678 - 81308
News Service .....UP
Transcription Service .....World
Representative .....Radio Reps. Inc.
Membership .....NARTB, BAB
President .....Louis J. Appell
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Chief Engineer.....Llewellyn Jones

RHODE ISLAND

Pop. Feb. 1, 1954 Est.) 816,000 — Families 303,000
Radio Homes 299,000 — TV Homes 230,000 — Stations in State 11

WADK

NEWPORT—1948—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Business-Studio Address....217 Reservoir Rd.
Phone Number 4673
News Service .....AP
Transcription Service .....World
Representative .....Deveny & Co.
Pres., Gen. Mgr.....Milton E. Mitler
Chief Engineer.....Jos. Britto

WPAW

PAWTUCKET—1950—KBS

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
Phone Number.....PA 5-9000
Transcription Service .....MacGregor
News Service .....UP
Representative .....Rambeau
President .....Dominick Hysko
Gen., Comm. Mgr.....Allen Jones
Chief Engineer.....James Bonney

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Temple 1-0800
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....H-R Reps.
President .....William O'Neil
General Manager.....Mowry Lowe
Asst. Sta. Mgr.....Tod Williams
Program Director.....Nancy Hogan
Chief Engineer.....Harry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Phone Number .....Union 1-4211
News Service .....AP

Representative....Headley-Reed, Kettel-Carter
President, Gen.-Sta. Mgr.....Robert T. Engles
Chief Engineer.....Carroll Philbrook

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address.....1111 N. Main St.
Phone Number .....Jackson 1-6565
News Service .....UP
Transcription .....SESAC
Representative .....Rambeau
President.....Louis A. R. Pieri
Gen., Sta. Mgr.....Sumner Pearl
Sales Prom., Comm. Mgr.....John F. Crohan
Chief Engineer.....Oliver R. Adams

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number .....Gaspee 1-8521
Air Time.....Full Time
Transcription Service .....World
News Service.....AP, INS
Representative .....Weed, Bannan
Membership .....NARTB
Vice Pres., Treas.....George O. Griffith
General Mgr.....John J. Boyle
Station Manager.....Sothern Abbott
Chief Engineer.....Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Phone Number.....Dexter 1-0600
Station Representative .....Borgatti
President.....George P. Metcalf
General Manager.....H. William Koster
Sales Promotion Manager...Arthur E. Lathrop
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone Number.....Plantations 1-9776
Air Time.....Full Time
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Commercial Mgr.....Kenneth Curto
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

(*See Page* 580)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narranganset Hotel
Phone Number.....Union 1-4512
News Service .....UP
Transcription Service .....Associated
Representative .....Forjoe
President .....Frank Rao
General Manager.....Nicholas Ruggieri
Chief Engineer.....Fred Weiss

WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
Phone Number.....WE 2263
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth,
Representative .....Walker, Bannon
President .....Richard G. Moore
Gen., Sta. Mgr.....Warren M. Greenwood
Commercial Mgr.....Melvin H. Lahr
Prog., Publ. Director.....Brud Warren
Chief Engineer.....Anibal Martins

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone Number 1240
News Service .....AP
Transcription Service .....World
President.....Mrs. Andrew P. Palmer
General Manager.....Mitchell F. Stanley
Program Director.....Eugene C. Rousseau
Chief Engineer.....Harold Belknap

HELP THE RED CROSS

SOUTH CAROLINA

Pop. Feb. 1, 1954 (Est.) 2,181,000 — Families 530,000
Radio Homes 441,000 — TV Homes 195,000 — Stations in State 51

WAKN
AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address .....Box 811
Phone Number 774242
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NARTB, BAB
President.....B. T. Whitmire
General Manager.....John Mare
Station Manager.....Randy Davidson
Chief Engineer.....Allen Askins

WAIM
ANDERSON—1935—CBS
PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address-Trans. Loca. .....1 Martin St.
Phone Number 3800-1
Air Time.....Full Time
News Service .....INS
Newspaper Affiliation....Independent, Daily Mail
Transcription Service.....World, Lang-Worth
Representative .....Burn-Smith
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Commercial Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Beeath
Program Director.....Marshall Gailliard
Chief Engineer.....John Willis

WANS
ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Phone Number 3262
Transcription Service .....Standard
Representative .....Devney
News Service .....UP
President.....C. R. Johnson
General Manager.....R. E. Liverance
Commercial Mgr.....Robert S. Fant
Chief Engineer .....Alfred W. Pratt

WBAW
BARNWELL—1953

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Ridge Bcstg. Co. Inc.
Address.....Jackson St. Ext.
Phone Number 3507
News Service .....UP
Transcription Service .....Thesaurus
President.....J. A. Gallimore
Comm., Sta. Mgr.....Joe Wilder
Program Director.....Frank Harmon
Chief Engineer.....Marion P. Jones

WBSC
BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address .....Box 639
Phone Number 1080
Air Time.....Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra
President .....John W. Orvin
General Manager.....Malcolm A. Young
Prog., Publ. Director.....Neil Terrell
Chief Engineer.....John Gronert

WACA
CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcstg. Co.
Address .....Camden
Phone Number 80
News Service .....UP
Transcription Service .....World
President.....Haygood S. Bowden
General Manager.....Tom Richards
Chief Engineer.....Angelo Amodio

WCSC
CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address .....Francis Marion Hotel
Phone 2-7611
News Service .....UP
Transcription Service .....World
Representative .....Free & Peters
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....John M. Rivers
Program Director.....Robert Tamblyn
Sales Prom. Pub. Dir.....Alma D. Davis
Chief Engineer.....Wilbur Albee

WHAN
CHARLTESTON—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....152 Market St.
Phone Number 3-1643
News Service .....UP
Transcription Service .....Capitol
Representative .....Headley-Reed
General Manager.....E. H. Keown
Commercial Manager.....G. R. Connor
Chief Engineer.....William P. Birchfield

WPAL
CHARLESTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Palmetto Bdcstrs., Inc.
Business-Studio Address....149 Wentworth St.

Phone Number 3-6428-9
Representative .....Forjoe, Dora-Clayton
President.....George G. Weiss
General Manager.....Laurens Moore
Commercial Mgr.....Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Gunnar Sundeen

WTMA
CHARLESTON—1939—NBC

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address .....133 Church St.
Phone Number 2-2961
Air Time.....Full Time
News Service .....AP
News Affil.....Evening Post, News & Courier
Transcription Service.....Thesaurus
Representative .....Hollingbery
Membership .....NARTB
President .....Edward Manigault
Gen., Sta. Mgr.....Douglass M. Bradham
Comm. Mgr. .....Grange S. Cuthbert, Jr.
Program Director.....Newton S. Smyth
Chief Engineer .....Gordon Knight

WUSN
CHARLESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Address .....Box 154
Phone Number 2-2652
News Service .....UP
Air Time .....6 a.m.-M.
Transcription Service.....Standard
Representative .....Interstate
Pres., Gen., Sta., Comm. Mgr.
J. Drayton Hastie
Promotion Manager.....Dean Callahan
Program Director.....Henry Hoppe
Publicity Director.....Edith Crosby
Chief Engineer.....Walter Nelson

WCRE
CHERAW—1953

Frequency: 1420 Kc.....Power: 500 Watts d.
Owned-Oper. By...Chesterfield Bcstg. Co. Inc.
Phone Number 7500
Representative .....Sherman
President.....Dr. R. D. Baxley
Gen., Comm. Mgr.....D. A. Baxley
Vice-President.....R. D. Meisheimer
Program Director.....Frank Martin
Chief Engineer.....W. L. Hipp

WGCD
CHESTER—1948—MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .....Craig Bdcstg. Co.
Address.....128 Main St.
Phone Number 2171
News Service .....AP
President.....Morgan J. Craig
Gen., Sta., Comm. Mgr.....George P. Cobb
Promotion Director.....James Kennedy

WCOS
COLUMBIA—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Address.....Cornel Arms Bldg.
Phone Number 2-2177
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Charles W. Pittman
Commercial Manager .....Law Epps
Program Director.....John Ropp
Chief Engineer .....Robert D. Lambert, Jr.

WIS
COLUMBIA—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Bcstg. Co. of the South
Business-Studio Address .....1111 Bull St.
Phone Number 3-6431
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....SESAC, Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President .....B. Calhoun Hipp
General Manager.....G. Richard Shafto
Station Manager .....J. Dudley Saumenig
Local Sales Mgr. .....W. Miller Montgomery
Program Director.....Frank Harden
Chief Engineer.....Herbert G. Eidson, Jr.

WMSC
COLUMBIA—1945—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.
Phone Number 2-8659
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative .....H-R Representatives
Membership .....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr. .....
C. Wallace Martin
Prog., Pub. Dir.....Charles Wickensberg
Chief Engineer.....C. E. Stone

WNOK
COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St., Box 5307
Phone Number 39401
News Service .....AP
Representative .....Raymer
Membership .....NARTB
General Manager.....H. Moody McElveen
Commercial Manager .....W. C. Bochman
Program Director.....David Campbell
Chief Engineer .....Don Willoughby

WLAT
CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 497
Phone Number 340
Representative.....Joseph Hershey McGillvra

WDSC
DILLON—1946—ABC

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address .....Box 231
Phone Number 470-1
Air Time .....Sunrise-Sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Joseph Martin
Commercial Manager ...Adelaide C. Monroe
Prog., Sales Prom. Mgr.....Lee Lumpkin
Publicity Director.....Johnny Quick
Chief Engineer.....Ray Allen

WELP
EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Phone Number 9388
News Service .....UP
Representative .....Indie Sales
Membership .....BAB
Pres., Gen. Mgr.....Cleatus Brazzell
Chief Engineer.....H. O. McDonald, Jr.

WJMX
FLORENCE—1947—ABC

Frequency: 970 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone Number 6351
Air Time .....Full Time
News Service .....UP
Transcription Service.....World, Thesaurus
Representative ..... Walker
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS
FLORENCE—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone Number 3271-2
News Service .....UP
Transcription Service .....SESAC
Representative.....Southern Radio Rep
Pres., Gen. Mgr.....Melvin Purvis
Sta., Comm. Mgr.....A. P. Skinner
Program Director.....Don Gray
Chief Engineer.....W. A. Pritchett

WFGN
GAFFNEY—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone Number 4795-6
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
President .....A. Ray Godshall
Gen., Sta. Mgr.....Morton E. Green
Promotion Mgr.....Mrs. E. Stacy
Program Director.....B. Gibbons
Chief Engineer.....J. E. Parker

WGTN
GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone Number 3-3421
Pres., Gen. Manager.....J. B. Delzell
Commercial Manager.....Al Webster
Chief Engineer.....A. D. Nix

WAKE
GREENVILLE—1950—CBS

Frequency: 1440 Kc....Power: 500 Watts DA 2
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....3 College St.
Phone Number 5-7406
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Pearson
President.....V. D. Ramseur
Gen. Mgr., Prog. Dir.....J. F. McDonough
Traffic Director.....Inez Anders
Sales Mgr.....John Westbrook
Chief Engineer.....H. A. Morris

WESC
GREENVILLE—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number 2-8241
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Rambeau, Dora-Clayton
President.....(Mrs.) James Meade
General Manager.....Buddy E. Starcher
Commercial Manager.....James G. Meade
Chief Engineer .....F. B. Bailey

WFBC
GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Business-Studio Address.....Poinsett Hotel
Phone Number 5-8525
Air Time.....Full Time

News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Avery-Knodel
Membership ..... NARTB, BAB
President ..... R. A. Jolley, Sr.
Gen., Sta., Comm. Mgr. ... Kenneth Beachboard
Sales Prom. Mgr. ..... Keener Garrett
Program Director ..... William T. Arrington
Publicity Director ..... Lidie Walters
Chief Engineer ..... Burton T. Anderson

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Bob Jones Univ.
Address ..... Greenville
Phone Number ..... GR 2-6711
Air Time ..... Day Time
News Service ..... AP, INS
Transcription Service ..... SESAC, Associated
Membership ..... BAB
President ..... Dr. Bob Jones, Jr.
General Manager ..... R. K. Johnson
Station Manager ..... Jim Ryerson
Commercial Manager ..... Glen Schunk
Sales Prom. Mgrs. ..... D. Yearick, J. Baehre
Program Director ..... Paul Schultz
Publicity Director ..... Virginia Patterson
Chief Enginerr ..... Paul Mathew

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Grenco, Inc.
Address ..... P. O. Box 868
Phone Number 4300
News Service ..... AP
Transcription Service .. Thesaurus, Associated, World
Representative ..... Thomas Clark, Ayers
Membership ..... NARTB, BAB
President ..... Douglas Featherstone
General Manager ..... Dan Crosland
Commercial Manager ..... Ralph Norman
Chief Engineer ..... Charlie Sparks

WGSW

GREENWOOD—1953—MBS

Frequency: 1350 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Radio Greenwood Inc.
Address ..... Edward Arms Bldg.
Phone Number 9-7372
News Service ..... UP
Representative ..... Indie
President ..... W. C. Woodall Jr.
General Manager ..... C. H. Grider
Commercial Mgr. ..... Vernon C. McCarthy
Station Manager ..... Olyn L. Gee
Chief Engineer ..... Eddie Rose

WEAB

GREER—1949—KBS

Frequency: 800 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Greer Bcstg. Co.
Address ..... P. O. Box 151
Phone Number 1057-8
News Service ..... UP
Transcription Service ..... Lang-Worth
Co.-O., Gen., Comm. Mgr. ..... E. A. Burch
Co-Owner ..... W. Ryan Frier
Program Director ..... Betty Beers
Chief Engineer ..... Joe Cole

WHSC

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Hartsville Bcstg. Co., Inc.
Business-Studio Address ..... College Ave.
Phone Number 1450
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Capitol
President ..... Charles H. Campbell
General Manager ..... Raymond Caddell
Commercial Manager ..... George Brandon
Program Director ..... Earl Caton
Chief Engineer ..... Donald A. Brienen

WDKD

KINGSTREE—1949

Frequency: 1300 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Palmetto Bcstg. Co.
Address ..... Kingstree
Phone Number 6761
News Service ..... AP
Transcription Service ..... World
General Manager ..... E. G. Robinson, Jr.
Program Director ..... Carroll Godwin
Chief Engineer ..... Dan Owen

WJOT

LAKE CITY—1953

Frequency: 1260 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... Lake Bcstg. Corp.
Address ..... 10 S. Acline Ave.
Phone Number 7631
President ..... James Olin Tice Jr.
General Manager ..... J. O. Tice Sr.
Commercial Mgr. ..... Wofford McCutcheon
Program Director ..... Ralph Bramlett
Chief Engineer ..... Walter Turner

WLCM

LANCASTER—1951

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Royal Bcstg. Co.
Address ..... 103 S. Catawba St.
Phone Number 2051
News Service ..... AP
Transcription Service ..... Thesaurus, World
President ..... Charles Connelly
General Manager ..... William Coble
Program Director ..... Joann McManus
Chief Engineer ..... Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business Address.....Box 642, Laurens
Phone Number 2-2331
News Service .....UP
Transcription Service.....World
President.....James C. Todd
General Manager.....Richards Todd
Program Director.....Carrol Sexton
Chief Engineer .....Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address .....Box 41
Phone Number 3901
News Service .....UP
Transcription Service .....Langworth
President.....W. G. Smith
Gen., Sta., Comm. Mgr. ....James F. Ramsey
Chief Engineer.....George Magera

WMRA

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabeth Evans
Address.....Ocean Forest Hotel
Phone Number 5061
Pres., Gen. Mgr.....Elizabeth Evans
Commercial Manager.....S. W. Monroe
Program Director.....Crosby Brunson
Chief Engineer .....W. C. Evans

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr., Box 211
Phone Number 143
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....James F. Coggins
Commercial Mgr.....Emory Bedenbaugh
Chief Engineer.....Ray Gilliam

WDIX

ORANGEBURG—1946—ABC MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WDIX, Inc.
Bus. Addr.-Trans. Loc. ....Orangeburg, S. C.
Phone Number 1420
Air Time .....Unlimited
News Service .....AP
Membership .....BAB
President.....Charles S. Henery
General Manager.....Frank B. Best
Asst. Manager.....Frank Best, Jr.
Program Director.....Joe Phillips
Commercial Mgr.....Norman M. Matthews
Chief Engineer.....Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By .....WTND, Inc.
Phone Number 1600
Transcription Service .....World
Representative....Thos. F. Clar., Dora-Clayton
Gen., Sta. Mgr., Pres. .....J. I. Sims
Program Director .....Richard R. Rhame
Chief Engineers .....Larry W. Styles, Perry Herrington

WRHI

ROCK HILL—1944—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone No. 2085
Transcription Service .....World
Representative .....McGillvra
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Commercial Manager .....Harper S. Gault

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio Addres.....Box 1091
Phone Number 3175
President.....T. Lamar Simmons
Gen., Sta. Mgr.....Marshall T. Pack
Chief Engineer.....Robert Bolin

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address .....Seneca
Phone Number 8234
News Service .....UP
Transcription Service .....Lang-Worth, World
Pres., Gen. Mgr.....J. A. Gallimore
Program Director.....Virginia Gallimore
Commercial Mgr.....Chet Munson
Chief Engineer.....Herbert Hosea

WJAN

SPARTANBURG—1953—ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Address.....101 Schuyler Bldg.
Phone Number 3-1400
News Service .....AP
Owner, Gen. Mgr.....W. Ennis Bray
Commercial Mgr.....Charles Goodyear
Program Director.....Bob Way
Chief Engineer.....James Tate

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number 3-2711
Air Time.....Full Time
News Service .....AP
Representative .....Hollingbery
Membership .....NARTB, BAB
Transcription Service .....Thesaurus
President .....Walter J. Brown
Manager.....John W. Kirkpatrick
Commercial Mgr.....J. H. Callaway
Program Director.....Oles C. Womick
Chief Engineer.....Clyde J. Burdette

WSPA
SPARTANBURG—1930—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Bcasting. Co. of the So.
Business-Studio Address.....224 E. Main St.
Phone Number 33621
News Service .....UP
Transcription Service .....Standard
Representative .....Blair, Cummings
Managing Director.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Program Director.....Ed McGrath
Chief Engineer.....H. R. Beckholt

WFIG
SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address.....Box 30
Phone Number 1340
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Comm. Mgr.....Fulton B. Creech
General Manager.....T. Doug Youngblood
Commercial Mgr.....Fulton B. Creech, Jr.
Program Director.....Paul Reidy
Chief Engineer.....Richard Elam

WSSC
SUMTER—1953—ABC

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Radio Sumter
Address.....E. Calhoun Ext.
Phone Number 1498
President.....J. A. Gallimore
General Manager.....Ed Damron
Commercial Manager.....Hiram Bray
Program Director.....Ann Davidson
Promotion Manager.....Harry Fowler
Chief Engineer.....Leon Webb

WBCU
UNION—1949—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
Phone Number 1200
Air Time.....6:00 a.m. to 12:00 M.
News Service .....UP
Transcription Service .....World
Statoin Repr. .....Keystone
Pres., Gen. Mgr.....Edward L. B. Osborne
Program Director.....Noel Belue
Chief Engineer .....T. W. Weathers

WALD
WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Box 12
Phone Number 6262
News Service .....AP
President.....R. M. Jefferies
General Manager.....Louis M. Neale, Jr.
Program Director.....Peggy Ballentine

SOUTH DAKOTA

Pop. Feb. 1, 1954 (Est.) 666,000 — Families 231,000
Radio Homes 221,000 — TV Homes 18,500 — Stations in State 14

KABR
ABERDEEN—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Aberdeen Bcstg. Svc.
Address.....Hway. No. 281 N.
Phone 2686
News Service .....UP
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

KSDN
ABERDEEN—1948—ABC

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number 4573
Air Time .....6 a.m.-12 M.
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....Henry J. Schmitt
Sta., Gen. Manager .....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KDSJ
DEADWOOD—1947—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By..Heart of the Black Hills Sta.
Address .....745 Main

Phone Number 186
Transcription Service .....World
News Service .....UP
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial Manager .....Harry Daniels
Program Director.....Bonnie Laughlin

KIJV

HURON—1947—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address....1726 Dakota Ave., S.
Phone Number 765
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Max F. Staley
Comm. Mgr.....Dwight Coursey
Program Dir.....Dale Larson

KORN

MITCHELL—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone Number 621
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Gen., Sta. Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Phone Number 2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Representative .....Larson
President .....Ida A. McNeil

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bctsg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
Phone Number 2000
Air Time.....Full Time
News Service .....UP
Representative.....Headley-Reed, Bulmer & Johnson
Transcription Service.....World, Capitol
Membership .....NARTB, BAB
President .....Robert J. Dean
Gen., Sta., Comm. Mgr. ....Abner H. George
Chief Engineer.....Robert Musfeldt

KRSD

RAPID CITY—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Heart of the Black Hills Sta.
Address.....816 Kansas City St.
Phone Number 6050
News Service .....UP
President.....John Daniels
General Manager.....Eli Daniels
Commercial Manager.....Stan Lieberman
Program Director.....Truman Walrod

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
Phone Number 4-5841
Air Time.....5:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Capitol, Standard
Representative .....Taylor
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Program Director.....Wip Robinson III
Publicity Director.....Julie Wilds
Chief Engineer.....Lester Froke

KIHO

SIOUX FALLS—1948—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Address .....218 South Main Ave.
Phone Number 4-7736
News Service .....UP
Representative.....Paul H. Raymer Co.
President.....Dr. J. D. Conner
General Manager .....David J. Kempkes
Commercial Manager.....Richard C. Morenus
Program Director.....Fred W. Schweikher

KISD

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....KISD Bldg., W. 12th
Phone Number 4-5571
News Service .....AP
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Commercial Manager.....Gabe Caffrey
Sales Prom. Mgr.....Bob Printup
Chief Engineer.....John Vick

KSOO

SIOUX FALLS—1927

Frequency: 1140 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Phone Number 4-5601
News Service .....AP
Transcr. Service .....RCA, Thesaurus
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
Vice Pres., Gen. Mgr.....George R. Hahn
Station Manager .....George "Bill" Rohn
Commercial Manager .....Rollie R. Williams
Chief Engineer .....Max Pierce

KWAT

WATERTOWN—1926—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address .....Watertown
Phone Number 777
News Service .....AP
Transcr. Service .....Standard
Representative .....Walker
Membership .....NARTB, BAB
President .....John Ehrstrom
General Manager.....Ross E. Case
Sales Prom. Mgr.....Bernard Kinney
Chief Engineer.....Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address .....WNAX Bldg.
Phone Number.....YA 442
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service .....Capitol
Representative .....Katz
Membership .....NARTB, BAB
President .....Gardner Cowles
General Manager.....Robert R. Tincher
Advertising Director.....Donald D. Sullivan
Promotion Mgr.....Larry Butler
Program Director.....Roland Peterson
Chief Engineer.....Clifton M. Todd

TENNESSEE

Pop. Feb. 1, 1954 (Est.) 3,424,000 — Families 884,000
Radio Homes 768,000 — TV Homes 391,000 — Stations in State 65

WLAR

ATHENS—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
Phone Number 1450
News Service .....UP
Transcription Service .....Thesaurus
President.....Lowell F. Arterburn
General Manager .....Buell J. Charles
Program Director.....E. Max Robinette
Commercial Manager .....Leonard Dawson
Chief Engineer .....J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Radiophone Bcstg. Station, WOPI, Inc.
Business-Studio Address.....310 State St.
Phone Number .....South 3730
Air Time .....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr. .....W. A. Wilson
Commercial Mgr.....James C. Wilson
Publicity Director.....Margaret Lewis
Chief Engineer .....George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co.
Address .....Hotel Patten
Phone Number 7-1128
Air Time.....5:55 a.m. to 12 M.
News Service .....AP
Transcription Service .....Langworth
Representative .....Walker
General Manager .....Vann Campbell
Comm. Mgr.....Cliff Bowers
Program Director.....Bill Giddens
Chief Engineer .....George McMurtrie

WAPO

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number 6-6141
Air Time .....5:00 a.m.-12M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen., Sta. Mgr.....R. G. Patterson
Program Director.....Frances Harley
Prom., Pub. Dir.....Helen Patterson
Chief Engineer.....B. B. Barnes

WDEF

CHATTANOOGA—1941—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address ....420 Volunteer Bldg.
Phone Number 6-5664
Air Time.....5:00 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
Membership .....NARTB

President.....Carter M. Parham
General Manager.....Ken Flenniken
Sales Prom. Mgr.....Warren Herring
Program Director.....Morris Quave
Chief Engineer.....B. C. Baker

WDOD
CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Air Time .....5:30 a.m.-12:30 a.m.
News Service.....AP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Earl W. Winger
Commercial Manager.....Norman A. Thomas
Publicity Director.....Byron J. Bush
Program Director.....Frank F. Hubbs
Chief Engineer.....James E. Walker

WDXB
CHATTANOOGA—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address .....Dome Bldg.
Phone Number 6-1114
Representative .....Forjoe
Transcription Service .....SESAC
Membership .....NARTB, BAB
News Service.....AP, UP
President .....Joseph Bloom
General Manager.....B. E. Fincher
Commercial Mgr.....Carl Harden
General Manager.....J. M. Brown
Chief Engineer.....E. E. East

WMFS
CHATTANOOGA—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....215 W. Ninth St.
Phone Number 6-4145
News Service .....AP
Representative .....Pearson
Pres., Gen. Sta. Mgr.....Brody Timm
Program Director.....Fred Webb

WJZM
CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Sheftall
Business-Studio Address.....411 Madison St.
Phone Number 6414
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....E. T. Campbell
Commercial Manager .....Parry Sheftall
Prom. Mgr., Pgm. Dir.....Clay Cline, Jr.
Publicity Dir.....David J. Muhlstein
Chief Engineer .....John Bailey

WBAC
CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Box 677
Phone Number 62
Air Time .....6:00 a.m.-10:30 p.m.
News Service .....UP
General Manager.....R. W. Rounsaville
Station Manager.....Thad F. Fitch
Program Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WKRM
COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone Number 1340
News Service .....AP
Transcription Service .....World
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Program Director.....Al Knott
Chief Engineer .....Cameron McKay

WHUB
COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone Number 789
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, BAB
General Manager.....M. L. Medley
Station Director.....Joe Mabry
Publicity Director.....Stacey Mott
Chief Engineer.....Claude Haston

WAEW
CROSSVILLE—1953

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....10th & School Sts.
Phone Number 334
News Service .....UP
President .....Arthur Wilkerson

WDSG
DYERSBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Address ..... Box 58
Phone Number 77
Transcription Service .....World
News Service .....AP
General Manager.....Frank Armstrong

Commercial Manager.....Wendell Vaughan
Program Dir.....Bill Ward
Chief Engineer.....Dave Ross

WBEJ

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert Rounsaville & George Clark
Business-Studio Address.....Elk Ave.
Phone Number 2-1241
News Service .....UP
Senior Partner & Mgr.....R. W. Rounsaville
Station Manager.....Frazier Cochrane
Commercial Mgr.....Frank Ryan
Program Director.....Bill Hale
Chief Engineer.....M. C. Bowers, Jr.

WEKR

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone Number 1240
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

WAGG

FRANKLIN—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Address .....Mallory Rd.
Phone Number 982
Representative .....Best
Pres., Gen. Mgr.....William Ormes
Commercial Mgr.....A. B. Thomas
Program Director.....Bob Holland
Promotion Mgr.....Ralph Emery
Chief Engineer.....Ellis F. Jones Jr.

WHIN

GALLATIN—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address .....Box 811
Phone Number 1010
News Service .....UP
President .....A. B. Perkins
Gen., Sta., Prog. Mgr.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Lee Raines Jr.

WGRV

GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Depot St.
Phone Number 4147
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Bill Moore
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.
Bus.-Studio Address .....Harriman
Phone Number 661
Air Time.....6:15 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Continental
Membership .....BAB
Owner, Gen. Mgr.....F. L. Crowder
Comm., Sales Prom. Mgr...Walter Scarbrough
Pgm. Dir., Chief Ann.....Carl Williams
Chief Engineer.....Reggie Honey

WIRJ

HUMBOLDT—1949—MID-SOUTH KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
Phone Number 740
News Service .....UP
Transcription Service .....Thesaurus
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Chief Engineer.....Gerald Hicks

WDXI

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone Number 7-9611
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith, Dora-Clayton
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Commercial Mgr.....Jack Murphy
Program Director.....Larry Crenshaw
Publicity Director.....Al Craven
Chief Engineer.....James S. Thomas

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address .....Jackson
Phone Number 7-3316
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....World, Thesaurus

Representative .....Branham
Membership ..... NARTB, BAB
Exec. V.P., Gen. Mgr.....A. A. Stone
Station Manager.....Frank S. Proctor
Publicity Dir.....Peggy McKinnie
Program Director.....Douglas Maxwell
Chief Engineer.....Robert M. Gordon

WJHL

JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone Number 2780
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President W. H. Lancaster, Sr.
General Manager.....W. H. Lancaster, Jr.
Publicity Director.....W. K. Matthews
Program Director.....William Shell
Chief Engineer.....O. K. Garland

WETB

JOHNSON CITY—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Main St.
Phone Number 2993
News Service .....AP
Representative .....McGillvra
Transcription Service .....World
President.....Carl A. Jones
General Manager.....Arthur Kelsey
Program Director.....Bernard Burleson
Chief Engineer.....U. G. Jones

WKIN

KINGSPORT—1951

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WKIN, Inc.
Address.....Wexler & E. Mkt. Sts.
Pres., Gen. Mgr.....Cy N. Bahakel
Sta. Mgr., Chief Eng.....John Strong

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone Number.....Circle 5-4161
Transcription Service.....Thesaurus
Representative .....Burn-Smith, Dora-Clayton
Membership .....NARTB, BAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Program Dir.....Martin Karant
Publicity Dir.....Jim Davis
Chief Engineer.....Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone Number 4-3321
Air Time.....5:30 a.m.-M.
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB, BAB
Pres., Gen. Mgr.....John P. Hart
Program Director.....Neal Branch
Publicity Director.....Ted Brosseau
Chief Engineer.....J. Rex Horton

WIVK

KNOXVILLE—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kick Bcstg. Co.
Co-Owners.....James M. Dick, Marilyn M. Dick

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address....Park Natl. Bank Bldg.
Phone Number 4-0766
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Clarence Beaman
Commercial Mgr.....J. Horton Davis
Program Director.....John Ward
Chief Engineer.....Milton L. Jones

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business-Studio Address.....110 S. Gay St.
Phone Number 3-3171
Air Time.....5 a.m.-1:05 a.m.
Newspaper Affiliation.....“News Sentinel”
News Service .....UP
Transcription Service .....Standard
Representative .....Branham
President.....Jack R. Howard
General Manager.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program Dir.....C. A. McMahon
Chief Engineer.....Ray Evans

WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Mountcastle Bcstg. Co.
Business-Studio Address.....612 Gay St.
Phone Number 2-7111
Air Time.....Full Time
News Service .....UP
Transcription Service .....World

Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....J. H. Reese
Prom., Pub. Dir.....H. W. Hudson
Chief Engineer.....Fred Andrews

WDXE

LAWRENCEBURG—1951—MBS
KEYSTONE

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
Phone Number 4462
News Service .....UP
Transcription Service.....SESAC, World
Representative .....Burn-Smith
President.....Aaron B. Robinson
General Manager.....George Eubanks
Program Director.....Ken Marston
Promotion Manager.....Bud Sawyer
Chief Engineer.....Phillip Kemper

WCOR

LEBANON—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....106½ S. Cumberland Ave.
Phone Number 1540
News Service .....AP
Pres., Gen. Mgr.....Theo. F. Exell, Jr.
Comm. Mgr.....Michael R. Freeland
Chief Engineer.....William Johnston

WLIL

LENOIR CITY—1950

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Address.....406 E. Broadway
Phone Number 1095
Membership .....NARTB, BAB
News Service .....UP
Pres., Gen. Mgr.....Arthur Wilkerson
Chief Engineer.....Allen Breazeale

WJJM

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Estate of James J. Murray
Address .....Box 20
Phone Number 780
News Service .....AP
General Manager.....Louis D. Lingner
Chief Engineer.....J. E. Sowell

WGAP

MARYVILLE—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address.....Blount Natl. Bank Bldg.
Phone Number 2490
Membership .....NARTB, BAB
News Service .....AP
Transcription Service .....Thesaurus
Co-owners .....F. H. Corbett, H. C. Weaver
General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Chief Engineer.....Mark Murphy

WMMT

McMINNVILLE—1947—MBS
KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address .....McMinnville
Phone Number 401
President.....Dr. Sam J. Albritton

WDIA

MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Operated By.....John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
News Service .....UP
Representative .....Pearson, Dora-Clayton
Membership .....NARTB, BAB
Gen. Mgr.....Bert Ferguson
Commercial Manager.....Harold F. Walker
Chief Engineer.....Henry N. Fones

WCBR

MEMPHIS—1952

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chickasaw Bcstg. Co.
Address .....Exchange Building
Phone 5-7545
Representative .....Gill-Perna
General Manager.....Charles DeVois

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Harding College
Bus.-Studio Address.....Hotel Chisca
Phone Number 8-6868
Air Time.....Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB, BAB
President.....Dr. George S. Benson
Gen., Sta. Mgr.....John Cleghorn
Commercial Mgr.....Tom W. Ragland
Program Director.....Lee N. McEachern
Sales Prom. Mgr.....Tom W. Ragland
Publicity Director.....Leslie Birchfield
Chief Engineer.....Welton Roy

WHHM

MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.

Business-Studio Address.....433 Sterick Bldg.
Phone Number 37-4422
News Service .....UP
Representative.....O. L. Taylor
Membership .....NARTB
President.....P. E. Furlow
Gen., Sta. Mgr.....C. K. Beaver
Commercial Mgr.....Allan Avery
Chief Engineer.....William Marsh

WMC

MEMPHIS—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number 8-7464
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....Branham
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....Richard Voorhis
Program Director.....Ott Roush
Chief Engineer.....E. C. Frase, Jr.

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone Number 5-2663
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Radio Representatives
Membership .....NARTB
Pres., Gen. Mgr.....Harold R. Krelstein
Sales Prom. Mgr.....Brent Roper
Program Dir.....W. E. Crump
Chief Engineer.....J. G. Deaderick

WREC

MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
Phone Number 5-1313
News Service .....UP
Transcription.....World, Lang-Worth, SESAC
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

WCRK

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
Phone Number 1450
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
President.....Herbert S. Walters
General Manager.....Howell Ashford
Program Director.....John Frank McCrary
Chief Engineer.....James R. Redden

WGNS

MURFREESBORO—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P. O. Box 456
Phone Number 1450
News Service.....AP, UP
Representative .....Holman
Transcription Service.....World, Langworth
Pres., Gen. Mgr.....Cecil Elrod, Jr.
Program Director.....John D. Hood
Chief Engineer.....Paul Howell

WMTS

MURFREESBORO—1953

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Murfreesboro Bcstg. Co.
Address.....122 N.W. Broad
News Service .....UP
President.....Arthur D. Smith Jr.
General Manager.....Virgil Trimm
Commercial Mgr.....Charles Snoddy
Program Director.....Jim Edwards
Chief Engineer.....Eugene Covington

WKDA

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....DBA Bcstg. Co.
Bus.-Studio Address..1st American Natl. Bank Bldg.
Phone Number 4-0511
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Bolling
Membership .....NARTB
(Partners) Owners .....T. B. Baker, Jr. & A. G. Beaman
General Manager.....T. B. Baker, Jr.
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By...Life & Casualty Insurance Co. of Tennessee
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone Number 6-0161
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Frank Gonzales
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Phone Number 4-3411
President.....Frank W. Mayborn
General Manager.....George B. Faulder
Sales Prom. Mgr.....Robert Cooper
Chief Engineer.....Charles W. Stokely

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Phone Number 4-7611
News Service .....UP
Representative .....Continental
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
Program Director.....Donn C. McInturff
Chief Engineer.....Harold Woodard

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Louis B. Draughon
Address .....Nashville Trust Building
Phone Number 5-5431
Aire Time.....5:00 a.m. to 12:00 M.
News Service .....AP
Transcription Service .....World
Station Representative..George P. Hollingbery
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Louis R. Draughon
Comm., Prom. Manager.....E. S. Tanner
Program Director.....Jack Simpson
Chief Engineer .....Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By..Nat'l Life & Acc. Ins. Co.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number 6-7181
News Service.....AP, INS
Transcription Service .....Thesaurus
Representative .....Edward Petry
Membership .....NARTB, BAB
Chairman of Board.....E. W. Craig
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Dir. of Publicity.....Wm. R. McDaniel
Program Director.....Jack Stapp
Chief Engineer.....George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashville Bcstg. Co.
Address.....419 Fourth Ave. N.
Phone Number 42-0489
Representative .....Forjoe
Pres., Gen., Sta. Mgr.....H. C. Young, Jr.
Com., Prom. Mgr.....Norman Stewart
Chief Engineer.....Arthur Viaches

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....H-R Representatives
President .....Ross Charles
Gen., Sta. Mgr.....Samuel P. Thrower, Jr.
Program Director.....Thearon O. Atkins
Chief Engineer.....Hal Tompkins

WOKE

OAK RIDGE—1951—KBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Air Mart Corp.
Address .....Box 391
Phone Number 5-1333
News Service .....AP
Representative .....Continental
President.....Harry C. Weaver
Commercial Mgr.....O. E. O'Bleness
Program Director.....William E. Sorrell
Chief Engineer.....Henry McDonald

WTPR

PARIS—1947—KBS-MBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address .....Davis Bldg.
Phone Number 1700
General Manager.....J. M. Cecil
Commercial Manager.....B. C. Kilgore
Chief Engineer.....Don Somerville

WKSR

PULASKI—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Richland Bdcstg. Co.
Address .....Jones Bldg.
Phone No.....1066-67
News Service .....UP
Transcription Service.....World, SESAC
President.....J. R. Stephens
Commercial Mgr.....Mrs. J. R. Stephens
Pgm. Dir., Chief Anncr.....George Martin
Chief Engineer.....N. G. Morgan

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Phone Number 1400
News Service .....UP
V.P., Gen. Mgr.....Charles Christian
Chief Engineer.....Tim Marsh

WSMT

SPARTA—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Address .....Box O
Phone Number 3751
President.....Sam J. Albritton
General Manager.....B. L. UpChurch
Commercial Mgr.....Van L. Slack
Program Director.....William Round Jr.
Chief Engineer.....I. D. Byars

WDBL

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464
Phone Number 1287
Transcription Service .....World
News Service .....UP
Gen., Sta. Mgr.....Walter A. Duke
Comm. Mgr.....Howard M. Peters
Chief Engineer.....Ann Duke

WJIG

TULLAHOMA—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....WJIG Bcstg.
Business Address.....West End Drive
Phone Number 2607-8
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr...Col. Raymond L. Prescott, Jr.
Chief Engineer.....William Dunn

WENK

UNION CITY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Phone Number 1240-1
Air Time.....5 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
President.....Aaron B. Robinson
Station Manager.....Louis C. Wrather
Commercial Mgr.....Edwin A. Kallenberg
Program Director.....Virginia L. Osborne
Chief Engineer.....Charles Holland

WCDT

WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Address .....Box 1103
Phone Number 2201
News Service .....UP
Pres., Gen. Mgr.....Arthur D. Smith, Jr.
Commercial Manager.....Harry W. Sullivan
Program Director.....Hank Murray
Chief Engineer.....James F. Spencer

THOSE WHO KNOW FAMOUS BRANDS . . . .

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Radio Homes 2,463,000 — TV Homes 1,129,000 — Stations in State 191

KRBC
ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Windsor Hotel
Phone Number 4-6255
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Servcie .....Associated
Representative.....John E. Pearson
President .....Dale Ackers
General Manager.....Howard Barrett
Comm., Sales Prom. Mgr.....Forest Lane
Chief Engineer.....Troy Mallon

KWKC
ABILENE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....2500 Butternut
Phone Number 3-2545
News Service.....AP, UP
Transcription Service .....World
Representative .....Venard
President.....W. P. Wright
Gen., Prom. Mgr.....A. C. Etter
Commercial Manager.....Tyler Stewart
Program Director.....Leonard Johnson
Chief Engineer.....Forrest Tipton

KBKI
ALICE—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone Number.....4-4324
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President.....E. G. Lloyd, Jr.
Gen., Sta. Mgr.. .....A. C. Lloyd, Jr.
Commercial Manager..... .....Bob Grimes
Scles Prom. Mgr.....Irma Salas
Program Dir.....J. Allen Frye
Publicity Director.....Gloria Sanchez
Chief Engineer.....Charles M. Boyd

KVLF
ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 2144
News Service .....UP
Representative .....Hil F. Best
Transcription Service .....Thesaurus
President .....Jack Hawkins
Gen. Sta., Comm. Mgr.....Gene Hendryx
Program Director.....Bill Height
Chief Engineer.....Sherman Newsom

KAMQ
AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d., 500 Watts n.
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone Number 2-6543
Representative .....Forjoe
Transcription Service .....Thesaurus
News Service .....AP
Gen., Sta. Mgr.....R. D. Houck
Commercial Manager.....Jess Richardson
Program Director.....Webb Smith
Publicity Director.....Johnny Hathcock
Chief Engineer.....Stewart Parsons

KFDA
AMARILLO—1939—ABC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business-Studio Address.....Box 1400
Phone Number 4-5343
News Service .....UP
Representative ..... Branhan Co.
Membership .....BAB
President .....Wendall Mayes
General Manager.....Stan Wilson
Commercial Mgr.....Ed Moore
Program Director.....Warren Anderson
Publicity Director.....Ruth Holt
Chief Engineer.....W. B. Spiller

KGNC
AMARILLO—1922—NBC-TQN

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....P. O. Box 751
Phone Number 3-4242
Air Time.....Full Time
News Service .....UP, AP
Transcription Service .....World
Representative .....Katz
Membership .....NARTB, BAB
President.....B. E. Walker
General Manager.....Tom Kritser
Business Manager.....Calvin Handy
Sta., Mgr., Prog. Dir.....Bob Watson
Prom. Mgr., Pub. Dir.....Marianne Johnson
Chief Engineer.....W. H. Torrey

KLYN
AMARILLO—1949—CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh

Phone Number 2-6773
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership .....NARTB, BAB
President .....R. G. Hughes
Gen., Comm. Mgr.....Howard Roberson
Publicity Director.....Mae Dorsey
Chief Engineer .....Gene Fennimore

KBUD

ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Phone Number 2277
Transmitter Location .....Highway 19
Transcription Service.....Langworth
News Service .....UP
Sta., Gen. Mgr. .....J. B. McNutt, Jr.
Consulting Engr.....Merl Saxon

KALT

ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone Number 900
Transcription Service .....World
News Service .....AP
Representative.....Hill F. Best
President.....Herman H. Wommack, Jr.
Gen., Sta. Mgr.....David A. Wommack
Commercial Manager.....A. N. Dowd
Chief Engr.....James L. Waites

KNOW

AUSTIN—1927—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
Bus.-Studio Address..Capitol Natl. Bank Bldg.
Phone Number 2-6213
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, BAB
President.....Wendell W. Mayes
Station Manager.....Louis R. Cook
Commercial Mgr.....Mitt Coleman
Program Director.....Frank Bissett
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—1939—CBS

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 717
Phone Number 2-2424
News Service .....UP
Transcription Service .....World
Representative .....Taylor Co.
President.....Claudia T. Johnson
Gen., Sta. Mgr.....J. C. Kellam
Sales Prom. Mgr.....Harry Voelker
Program Director.....Richard S. Pryor
Chief Engineer.....A. B. Hearn

KTXN

AUSTIN—1949

Frequency 1370 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTXN
Address.....P. O. Box 1102
Phone Number 74476
Representative...Oakes, Clayton, Nat'l Time Sales
President.....Ed C. James, Sr.
Gen., Sta., Comm., Manager....Frank Stewart
Sales Promotion Manager.....Larry Jones
Chief Engineer.....Paul Lindhorn

KVET

AUSTIN—1946—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co.
Business-Studio Address.....113 West 8th
Phone Number 8-8521
Air Time.....Full Time
News Service .....UP
Representative ..... Forjoe
Membership .....NARTB, BAB
President.....John B. Connally
Gen., Sta. Mgr.....Willard Deason
Commercial Manager.....Charles Howell
Program Director.....Dave Smith
Chief Engineer.....Willis Morter

KRUN

BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address .....Box 351
Phone Number 3151
News Service .....AP
Representative .....Best
President.....Walter G. Russell
Gen., Comm. Mgr.....R. F. McGarvey
Chief Engineer.....W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....Box 1391
Phone Number.....4642-3
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
President.....J. G. Long
General Manager.....Bryan Powell
Station Manager.....Vernon Townsend
Commercial Manager.....Boyd Porter
Chief Engineer.....Sam Sitterlee

KRCT

BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number 8251
News Service .....AP
President.....W. D. Christmas
Gen. Mgr., Chief Engr.....M. J. Tavary

KREL

BAYTOWN—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....Decker Drive
Phone Number 8211-2
News Service .....UP
Transcription Service .....World
Representative .....Richard O'Connell
President .....Robert Matherne
General Manager.....Patt McDonald
Commercial Mgr.....Don Lilly
Program Director.....Jay Shepherd
Chief Engineer.....Mack S. Malpee

KFDM

BEAUMONT—1924—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
Phone Number 2-7758
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.
Membership .....NARTB
President .....D. A. Cannan
Gen., Sta., Comm. Mgr. .....C. B. Locke
Program Director.....Dave Russell
Pub. Dir., Sales Prom. Mgr.....H. F. Caldwell
Chief Engineer .....Harold W. Bartlett

KJIM

BEAUMONT—1947

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KPBX Bcstg., Inc.
Address.....2295 Calder Ave.
Phone Number 2-0201
Representative .....Forjoe
News Service .....AP
Transcription Service .....Capitol
Chairman of Board.....Joe B. Carrigan
Pres., Gen. Mgr.....James King Smith
V.P., Comm. Mgr.....Les Ryder
Chief Engineer.....Fred Reiner

KRIC

BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address.....380 Walnut
Phone Number 4-3311
News Service .....AP
Transcription Service .....World
Newspaper Affiliation..."Enterprise & Journal"
Representative .....Branham
Membership .....BAB
President.....O. Eugene Davis
General Mgr.....E. C. Davis
Commercial Mgr.....Jim Saxon
Chief Engineer.....Marvin J. Easterwood

KTRM

BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number 2-8478
News Service .....UP
Representative .....Adam Young
Pres., Gen. Mgr.....Jack Neil
Station Manager.....Joseph S. Trum
Commercial Mgr.....Bill McRae
Sales Prom. Mgr.....Luther K. Woods
Chief Engineer.....Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. ...Power: 250 Watts d., 250 Watts n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone Number 1490
News Service .....AP
Transcription Service .....World
President (Partnership).....John D. Rossi, V. L. Rossi
General Manager.....John D. Rossi
Station Manager.....James V. Rossi
Commercial Mgr.....Fred Strong
Chief Engineer.....James Egbert

KBST

BIG SPRING—1936—ABC
TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number 4-6391
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Pub., Pgm. Dir.....J. N. Young, Jr.
Chief Engineer.....Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Phone Number 3300
Transcription Service .....World
News Service .....UP
Representative.....Hil F. Best
Pres., Gen. Mgr.....V. T. Anderson

KFYN

BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bonham Publ. Co.
Bus.-Studio Address.....314 N. Center St.
Phone Number 915
News Service .....UP
Transcription Service .....World
Membership .....BAB
President .....Clark Bass
Commercial Mgr.....Leon Patrick
Chief Engineer.....Tommy Tomlinson

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....Box 110
Phone Number 1600
News Service .....UP
Trans. Serv.....World, SESAC
President.....R. G. Hughes
Manager .....Jack Roberts
Commercial Manager.....Louis Roberts
Chief Engineer.....Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address .....Brady
Phone Number 7777
News Service .....AP
Representative.....Hil F. Best
Pres., Gen. Manager.....G. L. Burns
Commercial Manager.....J. S. Sloane
Chief Engineer.....Cecil Nelin

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number 1430
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Best, Melville
Pres., Gen. Mgr.....R. W. Chapman
Chief Engineer.....R. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead, Sr.
Business Address.....108½ Main St.
Phone Number 3655
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr....Tom S. Whitehead, Sr.
Commercial Manager.....J. C. Price
Chief Engineer.....Don Dickson, Jr.

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone Number 2111
News Service .....UP
Transcription Service..Standard, World, Cap.
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Program Director.....Dick Aker
Chief Engineer.....Ivan Anderson

KBOR

BROWNSVILLE—1949—ABC

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Phone Number 2-5677
Air Time.....6 a.m.-12
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....Best
Membership .....NARTB
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Prom. Mgr., Pub. Dir.....Earl Wheeler
Chief Engineer.....Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS

TEXAS STATE

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number 2401
Air Time.....Full Time
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta. Mgr.....W. Mayes
Commercial Manager .....Joe B. Foster
Sales Prom. Mgr. .....Bill Jamar
Publicity Director.....Barbara Taylor
Program Director.....Wendell Mayes, Jr.
Chief Engineer.....A. W. Stewart

KEAN

BROWNWOOD—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By....Lyman Brown Enterprises

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone Number 3-1240
Pres., Gen. Mgr.....David C. Jones, Jr.
Comm., Prom. Mgr.....Mike Mistovich
Chief Engineer.....James W. Robertson

KDET
CENTER—1949—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone Number 1199
News Service .....UP
Transcription Service .....Associated
Representative .....Hil F. Best
Program Director.....Tolbert E. Foster
Gen., Sta. Mgr.....Tom E. Foster
Chief Engineer.....Harlan Riley

KCTX
CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number 1085-6
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. Malone Hagan
General Manager.....George D. Cowan
Program Director.....LeRoy Carter
Publicity Director.....Nelle Carter
Chief Engineer.....William V. Queen

KCLE
CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
Phone Number 5-6643
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....George W. Marti
Commercial Mgr.....John Marti
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee
Chief Engineer.....Walter C. Lacy

KSTA
COLEMAN—1947—KBS

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Phone Number 8406
News Service .....UP
Transcription Service .....World
Membership .....BAB
President.....H. H. Jackson
Gen., Sta. Mgr.....Floyd Shelton
Comm., Prom. Mgr.....Paul Johnson
Chief Engineer.....J. D. Larson

WTAW
COLLEGE STATION—1922—KBS

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....A. & M. College of Tex.
Bus.-Studio Address .....College Station
Phone Number 66724
Sta. Mgr.....Richard L. Webb
Commercial Manager.....Elsie Patranella
Chief Engineer.....Jerry Merryman

KVMC
COLORADO CITY—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By.....John & Eldon Mahon
Address.....P. O. Box 990
Phone Number 1320
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative .....Best
Co-Owners.....Eldon & John Mahon
General Manager.....Charles Diegel
Chief Engineer.....Porter Richardson

KMCO
CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Montgomery County Bcstg. Co.
Address.....P. O. Box 1464
Phone Number 1190
News Service .....UP
Transcription Service....Standard, Thesaurus
President .....Reagan Smith
Station Manager.....James C. Dorrell
Commercial Manager.....David L. Oglesby
Program Director.....Hal H. Coley
Chief Engineer.....John W. Neathery, Jr.

KEYS
CORPUS CHRISTI—1941

Frequency: 1440 Ks.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....Centre Theatre Bldg.
Phone Number 2-7411
Transcription Service .....World
Representative.....O. L. Taylor
General Manager.....Aubrey Jackson
Program Director.....Allan Dale
Chief Engineer.....Harold Griffith

KRIS
CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone Number 4-6354
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Pres., Gen., Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Program Director.....Charles Nethery
Chief Engineer.....Don Morris

KSIX
CORPUS CHRISTI—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address .....Show Room Bldg.
Phone Number 2-9242
News Service .....AP
Transcriptions Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB
President.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Chief Engineer.....W. K. Bridges

KUNO
CORPUS CHRISTI—1950—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca.....P. O. Box 4286
Phone 4-5203
Air Time.....Full Time
Transcription Service .....Associated
Representative .....Everett-McKinney, Inc.
Membership .....BAB
Pres., Gen. Mgr.....Leslie C. Smith
Commercial Mgr.....Herb Garrett
Chief Engineer.....J. H. Mayberry

KWBU
CORPUS CHRISTI—1944

Frequency: 1030 Kc...Power: 50,000 Watts d.
Owned-Oper. By.....Texas Baptist Convention
Address .....White-Plaza Hotel
Representative .....Branham
News Service .....AP
President.....Carr P. Collins
Gen., Comm. Mgr.....Harry H. Hayes
Program Director.....George Wilcox
Chief Engineer.....Nestor Cuesta

KAND
CORSICANA—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number 2486
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Branham
Pres., Gen. Mgr.....Luther A. Johnson, Jr.
V.P., Prog. Dir.....Perry Taylor

KIVY
CROCKETT—1949—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address .....Box 670
Phone Number 222
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Comm., Prom. Mgr., Chef Eng.....Bill Carter
Gen., Sta. Mgr., Prog. Dir.....James H. Gibbs

KCFH
CUERO—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....A. M. Respondek
Phone Number 5-3430
Representative .....Best
Pres., Gen. Mgr., Chief Engr...A. M. Respondek
Commercial Mgr.....Frank Notzon

KXIT
DALHART—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts a.
Owned-Operated By.....Dalrad Associates
Address .....Box 1350
Phone Number 740
News Service .....UP
Representative .....Best
Transcription Service .....World
General Manager.....Ken Bishop
Chief Engineer.....Bill Smith

KGKO
DALLAS—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....Cliff Tower Hotel
Phone Number.....Westbrook 7594
Representative .....L. McGillvra
News Service .....UP
General Manager.....Leonard Coe
Commercial Mgr.....Bill Morgan
Program Director.....Bud Vincent
Promotion Mgr.....Henry Steele
Chief Engineer.....Henderson Rogers

KIXL
DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
News Service .....AP
Transcription Service.....Standard, World, Capitol, Associated, McGregor, Thesaurus
Representative .....Forjoe
President .....Lee Segall
Gen., Sta. Mgr.....T. W. Massey
Chief Engineer.....Bob E. Tripp

KLIF
DALLAS—1947

Frequency: 1190 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....Trinity Bdcstg. Corp.
Business-Studio Address.....2104 Jackson St.
Phone Number.....RAndolph 7121
News Service .....UP
Representative .....H-R Reps.
President.....B. R. McLendon
General Manager.....Gordon McLendon
Sta., Comm. Mgr.....Bill Weaver
Program Director.....Bill Stewart
Chief Engineer.....Glenn Callison

KRLD

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Address .....Herald Square
Phone Number.....RAndolph 6811
Air Time.....Full Time
News Service.....UP, INS, AP
Transcription Se vice.....Standard, SESAC
Newspaper Affiliation....."Times Herald"
Representative .....Branham
Membership .....NARTB, BAB
President.....Clyde W. Rembert
Commercial Mgr.....William A. Roberts
Sales Prom. Mgr.....A. J. Putnam
Program Director.....Ted Parrino
Chief Engineer.....Bill B. Honeycutt

KSKY

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Business-Studio Address.....2927 Maple
Phone Number.....RAndolph 6193
News Service .....UP
President.....A. L. Chilton
Gen., Prom. Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC
TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Air Time .....Unlimited
News Service.....AP, UP
Representative.....Edward M. Petry
Membership .....NARTB, BAB
President.....E. M. Dealey
Supervisor.....Martin B. Campbell
Station Manager.....Alex Keese
Commercial Manager.....George K. Utley
Sales Prom. Mgr.....Mrs. Winona Portwood
Program Director.....Karl Lambertz
Chief Engineer.....William C. Ellis

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg.
Phone Number .....Tenison 6101
News Service .....AP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NARTB, BAB
Gen., Comm. Mgr., Chief Engr..Durward Tucker
Sales Prom. Mgr.....Pete Tedelie
Program Director.....Richard Workman

KDLK

DEL RIO—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone Number 1745
News Service .....UP
Transcription Service .....Standard
General Manager.....Don R. Howard
Program Director.....Edward Williams
Chief Engineer.....Pat Jeter

KDSX

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....L. L. Hendrick & B. V. Hammond
Address .....Box 263
Phone Number 3400
News Service .....AP
Transcription Service .....Lang-Worth
Co-Owners.....B. V. Hammond, Jr., L. L. Hendrick
Program Director.....Allen Hundley
Chief Engineer.....J. D. Knight

KDNT

DENTON—1938

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center Bldg.
Phone Number.....Central 4144
News Service .....UP
Transcription Service .....Thesaurus
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Phone Number 2-5000
News Service .....AP
Transcription Service .....Standard
Representative .....Hil F. Best
Pres., Gen. Mgr.....Ken Duke
Promotion Mgr.....Al Tremble
Program Director.....Bill Lask

KERC

EASTLAND—1953

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.-Oper. By.....Tri-Cities Bcstg. Co.

KURV

EDINBURG—1947—KBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KURV, Inc.
Address.....P. O. Box 480
Phone Number 710

News Service ..... UP
Transcription Service ..... McGregor
Representative ..... Forjoe
President ..... Rogers Kelley
General Manager ..... J. M. McDonald
Program Director ..... Don Mallory
Chief Engineer ..... I. D. Williams

KULP

EL CAMPO—1948

Frequency: 1390 Kc. ..... Power: 500 Watts d.
Owned-Oper. By .. Wharton County Bcstg. Co.
Business Address ..... Box 1390
Phone Number 1390
News Service ..... UP
Transcription Service ..... Lang-Worth
President ..... Culp Krueger
General Manager ..... Bob Hathway
Program Director ..... Jerry H. Werlla
Chief Engineer ..... Joe Miller

KELP

EL PASO—1947

Frequency: 920 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Trinity Bdcstg. Corp.
Address ..... 4530 Delta St.
Phone Number 3-3658
Representative ..... Everette-McKinney
President ..... B. R. McLendon
General Manager ..... Joe Roddy, Jr.
Commercial Mgr. ..... Elmer Allen
Program Director ..... Al Cobb

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. ..... Power: 10,000 Watts
Owned-Oper. By ..... KEPO, Inc.
Address ..... 2419 N. Piedras St.
Phone Number 5-2731
Air Time ..... Full Time
News Service ..... UP
Transcription Service ... Standard, Lang-Worth
Representative ..... Avery-Knodel, Inc.
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Miller C. Robertson
Sta., Comm. Mgr. ..... Willard L. Kline
Prom. Mgr., Prog., Pub. Dir. ... Arthur B. Davis
Chief Engineer ..... E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... El Paso Times Inc.
Business-Studio Address ... 2201 Wyoming St.
Phone Number 2-6551
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Branham
Chairman ..... Dorrance D. Roderick
Pres., Gen., Comm. Mgr. ..... Val Lawrence
Promotion Manager ..... T. Wiseheart
Program Director ..... Ted Hunt
Chief Engineer ..... Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Rio Grande Bcstg. Co.
Address ..... 904 Magoffin
Phone Number 326-23
Representative ..... McGillvra
Transcription Service ..... Capitol
News Service ..... AP
President ..... Fred Hervey
General Manager ..... George R. Thady
Commercial Manager ..... Don Brooks
Program Director ..... Juanita Wells
Promotion Manager ..... Sheldon Turner
Chief Engineer ..... John Sheehan

KTSM

EL PASO—1929—NBC

Frequency: 1380 Kc. ... Power: 1000 d., 500 n.
Owned-Oper. By ..... Tri-State Bcstg. Co., Inc.
Bus.-Studio Address ..... 801 N. Oregon St.
Phone Number 2-5423
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... Thesaurus, World
Representative ..... George P. Hollingbery
Membership ..... NARTB
Pres., Gen. Mgr. ..... Karl O. Wyler
Commercial Manager ..... Roy T. Capman
Prom. Mgr., Pub. Dir. ..... Karl O. Wyler, Jr.
Program Director ..... Jack Chapman
Chief Engineer ..... Kenneth J. Walton

KFLD

FLOYDADA—1950—KBS

Frequency: 900 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... West Texas Bcstrs. Inc.
Address ..... Ralls Hwy.
Phone Number 900
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Continental
President ..... Ed Holmes
Gen., Sta., Comm. Mgr. ..... W. Robison
Program Director ..... Carl Minor
Chief Engineer ..... Joe Cole

KCNC

FORT WORTH—1947

Frequency: 870 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .... Blue Bonnet Bcstg. Corp.
Bus.-Studio Address ..... 2100 East 4th St.
Phone Number ..... Fortune 7175
News Service ..... UP
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... J. H. Speck
Commercial Manager ..... Herman Clark
Asst. Mgr., Chf. Engr. ..... Chester Grubbs

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FREE & PETERS, INC. — National Representatives

KCUL
FORT WORTH—1946

Frequency: 1540 Kc. ...Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone Number .....SUnset 6555
Representative .....Burn-Smith
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
Commercial Manager.....Hewel Jones
Sales Promotion Mgr.....Jack Reed, Jr.
Program Director.....Dan Allison
Chief Engineer.....R. L. McAlister

KFJZ
FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number.....Ed 3474
News Service .....AP
Transciption Service .....Associated
Representative .....John Blair
Membership .....BAB
Pres., Gen. Mgr.....Gene L. Cagle
Comm. Mgr.....Clyde D. Pemberton
Program Director.....Hazel Riley
Chief Engineer.....James T. Peterson

KWBC
FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Assoc. Bcstrs. Inc.
Business-Studio Address.....806 Taylor
Phone Number.....Fortune 8262
News Service .....UP
Representative ..... Rambeau
President.....John Flood Jr.
General Manager.....Joe W. Evans
Chief Engineer.....Melvin Parsons

KXOL
FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address....3004 W. Lancaster St.
Phone Number .....Edison 1448
News Service .....AP
Representative.....Forjoe & Co.
Pres., Gen., Sta. Mgr.....E. Fletcher
Comm., Prom. Mgr.....Ed Bayro
Chief Engineer.....John R. Crouse

WBAP
FORT WORTH—1922
NBC-ABC-TQN

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number .....Ft. Worth LO-1981
Air Time.....Full Time
News Service .....AP
Transcription Service.....Associated, World
Representative.....Free & Peters
Membership .....NARTB
Bd. Chairman.....Amon Carter, Sr.
President.....Amon Carter, Jr.
Director .....Harold Hough
General Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Ed Lally
Promotion Manager.....Howard Fisher
Chief Engineer.....R. C. Stinson

KNAF
FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 347
Phone Number 311
Air Time.....Full Time
Representative.....Hil F. Best
President .....Arthur Stehling
Chf. Engr., Comm., Gen. Mgr...Norbert A. Fritz

KBRZ
FREEPORT—1952

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Brazosport Bcstg. Co.
Address .....Box 1077
Phone Number 3-2655
News Service .....AP
Transcription Service .....World
President .....Kelly Bell
General Manager.....Rex Bodoin
Commercial Manager.....Jack Howard
Program Director.....Will Coker
Promotion Manager.....Charles Dunaway
Chief Engineer.....Kenneth Ferguson

KGAF
GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address .....Box 222
Phone Number 834, 1600
News Service .....AP
Transcription Service .....Standard, Ullman
Representative .....Clyde Melville
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Chief Engineer.....Cordell Martin

KGBC
GALVESTON—1947

Frequency: 1540 Kc.....Power:1000 Watts d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....P. O. Box 1138
Phone Number 3-4329
News Service .....AP
Transcription Service .....SESAC
Station Representative.....John E. Pearson

Membershrip .....NARTB, BAB
Gen., Sta. Mgr.....James W. Bradner, Jr.
Asst. Manager.....Roger Beane
Prog. Dir., Chief Eng.....Ken Gilmore

KLUF

GALVESTON—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone Number 5-6676
News Service .....UP
Representative.....William G. Rambeau
Pres., Gen. Mgr.....Geo. Roy Clough
Chief Engineer.....Lee Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. Bq.....T. W. Lee
Address .....Gladewater
Phone Number 2181
News Service .....AP
Representative .....Hil F. Best
Membership .....NARTB, BAB
President.....T. W. Lee
Gen., Sta., Comm. Mgr.....Tom Perryman
Program Director.....Dowell Bushnell
Chief Engineer .....Lloyd Johnson

KCTI

GONZALES—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....P. O. Box 158
Phone Number.....770
News Service .....AP
Transcription Service .....SESAC
Representative.....Gene Grant, Cooke
Gen. Comm. Mgr.....Lawrence M. Walshak
Prom. Mgr., Pgm. Dir., Chief Engr.....
Frank Wilson, Jr.

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestair, Inc.
Address .....Box 1050
Phone Number.....1200
News Service .....UP
President.....Clay E. Thompson, Jr.
Gen., Comm. Mgr., Chf. Engr...H. V. Newsom
Program Director.....Eugene Turner

KGVL

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Address .....Box 1015
Air Time.....18 hrs.
News Service .....AP
Representative .....Pearson
General Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Stafford E. Davis

KCLW

HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Phone Number.....500
News Service.....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Clyde Weatherby
Comm. Mgr., Prog. Dir.....A. B. Scott
Chief Engineer .....Carl Knelly

KGBS

HARLINGEN—1941—CBS

Frequency: 1530 Kc...Power: 50,000 Watts d.; 10,000 n.
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Address.....1519 W. Harrison St.
Phone Number 2200
Air Time.....Full Time
News Service .....UP
Representative .....Pearson
President .....McHenry Tichenor
Commercial Mgr.....I. S. Roberts
Chief Engineer.....Harold Jones

KGRI

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts a.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 311
Phone Number 4528
News Service .....UP
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
General Manager.....Cliff Crawford
Chief Engineer.....John M. Bolin

KPAN

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marshall Formby
Address.....P. O. Box 868
Phone Number 860
Representative .....Best
Transcription Service .....Thesaurus
News Service .....UP
President .....Marshall Formby
Gen. Sta. Mgr.....Clint Formby
Commercial Mgr.....Tom Hulsey
Chief Engineer.....Dennis Surber

KHBR

HILLSBORO—1948

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Phone Number 594
President.....Ray J. Williams

KATL

HOUSTON—1947

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By .....Texas Bdcsters., Inc.
Address .....412 Main St.
Phone Number .....PReston 3108
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....McGillvra
President .....William H. Talbot
Gen., Sta. Mgr. .....King H. Robinson
Program Director.....Webb Hunt
Chief Engineer .....Edward Martin

KCOH

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Phone Number .....Charter 1888
Representative .....Clarke
President.....William A. Smith
General Manager.....Robert C. Meeker
Program Director.....Vernon Chambers
Chief Engineer.....Harold Weinzel

KLBS

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Trinity Bcstg. Corp.
Bus.-Studio Address.....2104 Jackson St.
Phone Number.....Preston 1161
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney, Inc.
President.....B. R. McLendon
Executive Director.....Gordon B. McLendon
Station Manager.....Glenn Douglas
Program Director.....Art Magee
Chief Engineer.....Glenn Cook, Jr.

KNUZ

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Business-Studio Address.....4701 Caroline St.
Phone Number.....Keystone 2581
News Service.....UP
Transcription Service .....SESAC
Representative .....Forjoe
Membership .....NARTB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David Morris
Commercial Mgr.....Bill Lightfoot
Program Director.....Ken Grant
Chief Engineer.....O. C. Crossland

KPRC

HOUSTON—1926
NBC—T. Q. N.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Houston Post Co.
Address.....P. O. Box 1234
Phone Number.....MAdison 9271
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edw. Petry & Co.
President .....W. P. Hobby
Gen., Sta. Mgr.....Jack W. Harris
Commercial Manager .....Jack McGrew
Promotion Manager.....Kirt Harriss
Program Director.....Frank Sullivan
Publicity Director.....Sharon Anderson
Chief Engr. .....Harvey T. Wheeler

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Bus.-Studio Address .....4005 Travis St.
Phone Number.....Keystone 5535
Air Time.....Full Time
News Service .....UP
Representative .....H-R Reps.
President .....Robert Straus
Gen., Comm., Sta. Mgr.....Bill Bennett
Prom., Pub. Dir.....Lauri Schutt
Program Director.....Tim Osborne
Chief Engineer.....O. B. Johnson

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
Phone Number.....Preston 4361
News Service.....AP, INS
News, Affil.....The Chronicle
Transcription Service .....SESAC
Representative.....John Blair
President .....B. F. Orr
Station Manager.....Ray Herndon
Sales Manager.....Ray Bright
Promotion Mgr.....Helen Bender
Program Director .....Tom Jacobs
Engineers.....Tom Hiner, Lester Mullan

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
Phone Number .....CApitol 6151
Air Time.....Full Time
News Service .....AP, UP
Newspaper Affiliation....Citizen Newspapers
Transcription Service .....World
Representative .....Free & Peters, Inc.
Membership .....NARTB, BAB
President .....Glenn H. McCarthy
V.P., Gen. Mgr. .....Fred Nahas
Sta., Comm. Manager.....Ted Hills
Program Director.....Ken Bagwell
Prom., Pub. Dir.....Wayne E. Thompson
Chief Engineer.....Gerald R. Chinski

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
Phone Number 30
News Service .....AP
Transcription Service.....Capitol, SESAC
President.....M. B. Cauthen
Gen., Sta. Mgr.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Jack Nichols

KEBE

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Phone Number 2211
News Service .....AP
Transcription Service .....Lang-Worth
Gen. Mgr.....Bill A. Laurie
Station Manager.....Mrs. B. A. Laurie
Chief Engineer.....J. W. Kriegel

KTXJ

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....Texas Theatre Bldg.
Phone Number 580
President .....Joe Fisher

KMBL

JUNCTION—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Phone Number 70

KERB

KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Phone Number 3481
Transcription Service.....Thesaurus, SESAC
News Service .....UP
President.....George H. Cook
General Manager.....H. J. Porter
Program Director.....Ray Boyd Kilman
Chief Engineer.....Bob Shackleford

KERV

KERRVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerrville Bdcstg. Co.
Address.....P. O. Box 791
Phone Number.....900 and 999
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....BAB
President .....Hal Peterson
Gen., Sta. Mgr.....William G. Feild
Program Director.....Carol Woodard
Chief Engineer.....Clyde Jones

KOCA

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Sta. KOCA, Inc.
Address .....Box 989
Phone Number 2001
News Service .....AP
Transcription Service .....World
President.....Roy G. Terry
Gen., Sta. Mgr.....H. A. Degner
Comm., Sales Prom. Mgr.....Wayne Douglas
Chief Engineer.....George Chase

KINE

KINGSVILLE—1948

Frequency: 1330 Kc. ....Power: 1000 Watts d.
Owned-Oper. By.....KINE, Inc.
Address .....205 E. King St.
Phone Number 2-2822
News Service .....UP
Transcription Service .....Capitol
Representative.....Hil F. Best
Membership .....NARTB
President.....James H. Clement
General Manager.....Ben A. Glusing
Comm., Sta. Mgr.....Eston R. Pace
Chief Engineer.....R. T. Whitaker

KPET

LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts
Operated By.....Lamesa Bcstg. Co.
Business-Address .....Box 30
Phone Number 2404
News Service .....AP
Transcription Service .....World
Gen.-Sta. Mgr.....Bob Bradbury
Commercial Mgr.....Clayton Barkhurst
Program Director.....Geneva Crutcher
Chief Engineer.....Roland Ouelette

KCYL

LAMPASAS—1952

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstg. Co.
Phone Number 1000
Representative .....Best
President.....V. Dean Turner
Program Director.....Albert Mason Jr.

KVOZ

LAREDO—1952—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Border Bcstrs., Inc.
Address.....P. O. Box 1498
Phone Number 3-4396
News Service .....UP
Representative .....Continental
President.....W. J. Harpole

General Manager.....Burney Jones
Commercial Manager.....Bill Douthitt
Program Director.....Evelyn Jones
Chief Engineer.....Frank Manuel

KLVT

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Herald Bcstg. Co.
Address .....P. O. Box 866
Phone Number 1030
News Service .....AP
Transcription Service.....World, Thesaurus, SESAC
Station Representative .....Melville
President .....Forrest Weimhold
General Manager Jerry Saunders
Program Director.....Eddie Langill
Commercial Mgr.....Bobby Garrison
Chief Engineer.....Gilbert Patschke

KVOW

LITTLEFIELD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwestern Bcstrs.
Business Address.....Box 192
Phone Number 400
News Service .....AP
Transcription Service .....SESAC
Membership .....NARTB
President .....J. C. Rothwell
General Manager.....J. B. McShan
Program Director.....Othell W. Whitson
Chief Engineer.....Wilton Highfield

KFRO

LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number.....PLaza 8-8261
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
Membership .....NARTB
President.....James R. Curtis
Commercial Mgr.....John Allen
Program Director.....Howard Kuhn
Chief Engineer.....Leslie Hellums

KLTI

LONGVIEW—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By..LeTourneau Radio Corp.
Address .....P. O. Box 1866
Phone Number.....PLaza 8-4496
News Service .....UP
Transcription Service ...Associated, Standard
Representative .....Pearson
Membership .....NARTB
President.....R. G. LeTourneau
General Manager.....Allen C. Tyler
Sales Prom., Sta. Mgr.....Arthur L. Greene
Commercial Mgr.....Allen E. Vinson
Chief Engineer.....Ken Maxwell

KCBD

LUBBOCK—1947—NBC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Bus.-Studio Address.....56 and Ave. A
Phone Number 4-1414
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
President, General Mgr.....Joe H. Bryant
Business-Manager.....Robert L. Snyder
Commercial Manager.....George L. Tarter
Promotion Director.....Leroy L. Land
Program Director.....John Devine
Publicity Director.....Jack Tippit
Chief Engineer.....Frank Lee

KDAV

LUBBOCK—1953

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Western Bcstg. Co.
Address .....Box 1319
Phone Number 4-4567
President.....D. P. Pinkston
Program Director.....W. J. Duncan
Chief Engineer.....Walter Lawson

KFYO

LUBBOCK—1927—ABC

Frequency: 790 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number 5-5567
Air Time.....Full Time
News Service.....AP, UP
Trans. Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
Vice Pres.....Parker F. Prouty
Gen., Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Jerry Henderson
Program Director.....Robert A. Nash
Comm. Mgr., Pub. Dir.....Leon Harris
Chief Engineer.....W. S. Bledsoe

KSEL

LUBBOCK—1946—MBS

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone Number 3-0484
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Wm. G. Rambeau & Co.

Membership .....NARTB, BAB
President.....Walter G. Russell
Gen., Sta. Mgr., Pub. Dir.....M. M. Rochester
Comm., Prom. Mgr.....W. H. Kyle
Program Director.....Wesley Youngblood
Chief Engineer.....Roger Hively

KVSP

LUBBOCK—1953

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Hub Bcstg. Co.
Address.....52nd & Magnolia
Phone Number 4-1460
Representative .....Indie, Grant
General Manager.....Wayne D. Tibbs, Jr.
Commercial Mgr.....Hal Ragan
Promotion Mgr.....Randall Abernathy
Chief Engineer.....Don Edwards

KRBA

LUFKIN—1938—KBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address.....110 S. First St.
Phone Number 3-6661
Representative.....Continental Radio Sales
Owner, Gen. Mgr.....Darrel E. Yates
Chief Engineer.....Ambrose Maxim

KTRE

LUFKIN—1947—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
Phone Number 3-7771
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Taylor Co.
Membership .....NARTB
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Comm., Prom. Mgr.....Murphy Martin
Program Director.....Royce Christenson
Publicity Director.....Ernestene Trahan
Chief Engineer.....Fred C. Hill

KMLW

MARLIN—1953

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By..Falls County Public Service
Address .....Box 335
Phone Number 6-2551
News Service .....AP
General Manager.....Hugh McBeath
Commercial Mgr.....Duane W. Ramsey
Program Director.....Jerry S. Hughes

KMHT

MARSHALL—1947
MBS—TEX. STATE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Business-Studio Address.....109 W. Rusk St.
Phone Number 5-7826
Air Time.....Full Time
News Service .....AP
Pres., Gen. Mgr.....Earle Fletcher
Station Manager.....Myrl Stein
Comm. Mgr.....John Strength, Jr.
Program Dir.....George Warwick
Chief Engineer.....R. L. Clay

KRIO

McALLEN—1947—ABC-MBS-TSN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frontier Bcstg. Co., Inc.
Business Address.....1201 W. Lancaster Ave.
Phone Number 6-5454
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Representative.....Weed, Air Waves
President.....Gene L. Cagle
Gen., Sta., Mgr.....George Breeding, Jr.
Program Director.....Norman Mann
Chief Engineer.....Wm. Meiners

KMAE

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone Number 2-2651
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....George W. Smith, Jr.
Comm., Sales Prom. Mgr.....Melvin Belew

KCRS

MIDLAND—1935—ABC
TEXAS STATE

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address.....Box 1072
Phone Number 2-4393
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Clarence Scharbauer, Jr.
Gen., Sta. Mgr.....Wallace R. Jackson
Comm. Mgr.....Eleanor McDonald
Program Director.....Dean Baker
Publicity Director.....Bob Byron
Chief Engineer.....Tom Yates

KJBC

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address .....Box 1658
Phone Number 4-5152
News Service .....UP

Transcription Service.....World, Standard, Keystone
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Mgr.....Naomi Boswell
Sales Prom. Mgr.....Routh Burr
Program Director.....Joe Mainz
Publicity Director.....Keith Ward

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. Elroy McCaw
Address.....1615 S.E. 14th Ave.
Phone Number.....319
News Service.....AP
President.....J. Elroy McCaw
Gen., Comm., Sta. Mgr.....Hary A. Riley, Jr.
Program Director.....Olie Carriker
Chief Engineer.....W. M. McCreary, Jr.

KVKM

MONAHANS—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address.....Box 1118
Phone Number.....438
News Service.....UP
Transcription Service.....World
Representative.....Hil F. Best
President.....Doris D. King
General Manager.....J. R. Rucker
Commercial Manager.....Joe Collins
Chief Engineer.....John Rosenberger

KIMP

MOUNT PLEASANT—1948—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NARTB, BAB
Pres., Gen., Sta. Mgr.....Winston O. Ward
Program Director.....Ruby Stanley
Chief Engineer.....Brad Redfearn

KOSF

NACOGDOCHES—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Box 8
Phone Number.....4-7222
News Service.....UP
Membership.....NARTB, BAB
President.....Kelly Bell
Gen., Comm. Mgr.....J. C. Stallings
Program Director.....R. C. Atherton
Publicity Director.....Ed Rice
Chief Engineer.....Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Nacogdoches Br. Co., Inc.
Address.....2107 North St.
Phone Number.....4-3723
News Service.....AP
Transcription Service.....Thesaurus
Pres., Gen., Sta., Comm. Mgr...Wilbur C. Fouts
Program Director.....Sara Jane Moon
Chief Engineer.....T. C. Dobbs

KGNB

NEW BRAUNFELS—1950—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Comal Bcstg. Co.
Address.....184 Castell
Phone Number.....1612
Transcription Service.....Thesaurus
News Service.....AP
General Manager.....F. T. Wilson
Pgm., News Dir.....Howard Edwards
Chief Engineer.....Bob Stewart

KECK

ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d. 500 Watts n.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....120 W. 3d
Phone Number.....6-5791-2
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe
Owner, Gen., Sta. Mgr., Pub. Dir...Ben Nedow
Commercial Mgr.....Sol Schmerman
Prod., Prg. Director.....Roy Elsner
Chief Ann., News Editor.....Tom Rollins
Chief Engineer.....Dave Williams

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Odessa Bcstg. Corp.
Business-Studio Address.....115 W. 6th
Phone Number.....6-4301
Air Time.....Full Time
News Service.....AP
Transcription Service.....Capitol
Representative.....Taylor Co.
Membership.....NARTB
Pres., General Manager.....Cecil L. Trigg
Commercial Manager.....Ron Smith
Public Relations Dir.....Ed Costello
Program Manager.....John Vacca
Publicity Director.....Jay Mehaffey
Chief Engineer.....James Simpson

KRIG

ODESSA—1946—MBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Address.....Box 231
Phone Number.....6-6871-2
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World

Representative.....Hil F. Best
President.....R. O. Canon
General Manager.....Jack W. Hawkins
Commercial Manager.....Cliff Allen
Station Manager.....Marguerite Larue
Program Director.....Bob Evans
Chief Engineer.....Jody Singleton

KOGT

ORANGE—1948—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Brcstg. Corp.
Address .....Lucas Bldg.
Phone Number 8-9336
News Service .....UP
Transcription Service .....Associated
President .....M. L. Jacobs
General Manager.....Ed Lovelace
Commercial Manager.....Frank Dusenbury
Program Director.....Dean Durham

KNET

PALESTINE—1936—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address.....P. O. Box 649
Phone Number 8686
Air Time.....Full Time
News Service .....UP
Pres., Gen., Sta. Mgr.....B. A. Laurie
Program Director.....Don Norton
Chief Engineer.....George Tabb

KPAT

PAMPA—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. C. Daniels
Phone Number 4-2551
News Service .....UP, INS
Transcription Service.....Capitol, Standard
Representative .....Pearson
President.....J. C. Daniels
General Manager.....Ed Murphree
Program Director.....Elbert Goodnight

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Top O' Texas Bcstg. Co.
Address .....Hughes Bldg.
Phone Number 4-7461
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB, BAB
General Manager.....Coy Palmer
Sta. Mgr., Prog. Dir.....Warren Hasse
Comm., Prom. Mgr.....Kay Fancher
Publicity Director.....Henry Gordon
Chief Engineer.....John King

KFTV

PARIS—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Address.....First Nat'l Bank Bldg.
Phone Number 4-6676
News Service .....UP
Transcription Service .....SESAC
President.....D. W. Brawner
Gen., Sta. Mgr.....James F. Hendrix
Chief Engineer.....Travis Fodge

KPLT

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Phone Number 3-3311
Address .....Hway. 124
Air Time.....Full Time
News Service .....AP
Representative.....John E. Pearson
Pres., Gen. Sta. Mgr.....Fred Kincaid
Commercial Manager.....Bob Prichard
Sales Prom. Mgr.....Richard Eben
Program Dir.....Bill Davis
Publicity Director.....Ruby Riley
Chief Engineer.....Paul H. Daniels

KLVL

PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Felix H. Morales
Address.....2903 Canal St., Houston
Phone Number.....Blackstone 3208-09
President, Gen. Mgr.....Felix H. Morales
Station Mgr.....C. B. Rice
Comm. Mgr.....Alberto Rodriguez
Program Director.....Joe L. Morales
Chief Engineer.....Donald Gullihur

KIUN

PECOS—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....Box 469
Phone Number 999-8
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Representative .....Hil F. Best
General Manager.....Jack Hawkins
Station Manager.....David Martin
Program Director.....Jack James
Publicity Dir. .....Barney Hubbs
Consulting Chf. Engr....Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Great Plains Bcstg. Co.
Phone Number 5771
Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
Sales Prom. Mgr.....G. K. Rupprecht

Program Director.....Kenneth Roller
Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Business-Studio Address...24th & Kokomo St.
Phone Number 4-2772
News Service .....AP
Membership .....NARTB
President .....W. J. Harpole
Gen., Sta. Manager.....Kermit Ashby
Commercial Mgr.....Harold Henegar
Program Dir.....Doug Sewell
Chief Engineer.....Hugh Smith

KBOP

PLEASANTON—1951

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ben L. Parker
Phone Number 4871
Transcription Service.....World, SESAC
Representative .....Best
News Service .....INS
General Manager.....Ben L. Parker
Commercial Mgr.....A. Terrell
Chief Engineer.....Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number 2-9436
Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratis

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1500 Procter St.
Phone Number 5-7458
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
Sta., Gen. Manager.....Marjorie R. Vickers
Commercial Mgr.....Gordon Baxter, Jr.
Prom. Mgr., Pub. Dir.....Mack Newberry
Program Director.....Corinne Enos
Chief Engineer.....Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins
Address .....Box 566
Phone Number 654
News Service .....AP
Transcription Service .....World
Gen., Sta. Mgr.....Orville L. Jenkins
Chief Engineer.....Richard O. Dormier

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ford Bend Bcstg. Co.
Business Address.....P. O. Box 832
Phone Number.....NOrthfield 2-3776
News Service .....UP
Transcription Service .....Lang-Worth
Vice Pres., Gen. Mgr.....Jim Hairgrove
Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lewis O. Seibert
Business-Studio Address.....P. O. Box 850
Phone Number 6715
Air Time.....Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
General Manager.....Lewis O. Seibert
Commerciali Mgr.....Mark Cooper
Program Director.....Franklin Rainey
Chief Engineer.....William Poteet

KTXL

SAN ANGELO—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number 7183
News Service .....UP
Representative .....Venard
President.....Armistead D. Rust
General Manager.....Robert McClellan
News Dir., Comm. Mgr.....Walton Foster
Chief Engineer.....Robert Benson

KCOR

SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....KCOR Bldg.
Phone Number C-21301
News Service .....UP
Representative .....O'Connell
General Manager.....Kenneth R. Hyman
Program Director.....Fred Romero
Chief Engineer.....Marvin L. Fiedler

KGBS

SAN ANTONIO—1926—CBS

Frequency: 680 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By...San Antonio Television Co.
Business-Studio Address.....Milam Bldg.
Phone Number .....Fannin 3126

News Service ..... AP
Representative ..... John Blair
Managing Director ..... George Storer, Jr.
Station Manager ..... Bill Michaels
Comm. Mgr. ..... Bill Joekel
Promotion Mgr. ..... Art Forrest
Chief Engineer ..... Bill Jackson

KEXX

SAN ANTONIO—1953

Frequency: 1250 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Manuel D. Leal
Address ..... 403 N. Flores St.
Phone Number ..... Garfield 6373
Representative ..... McGillvra
Owner, Gen. Mgr. ..... Manuel D. Leal
Commercial Mgr. ..... M. Davila
Program Director ..... Fidel Cuellar
Chief Engineer ..... Charles Harris

KITE

SAN ANTONIO—1947

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Station KITE
Business-Studio Address .... 310 Transit Tower
Phone Number ..... Fannin 0335
News Service ..... INS, UP
Representative ..... Pearson
Membership ..... BAB
Pres., Gen. Mgr. ..... Charles W. Balthrope
Station Manager ..... Alex A. Coe
Commercial Mgr. ..... Kelly Wofford
Chief Engineer ..... John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .... Good Neighbor Bcstg. Co.
Address ..... International Bldg.
Phone Number ..... Fannin 5254
Representative .. ... Nat'l Time Sales, Grant
President ..... Joe Olivares
Station Manager ..... L. E. Richards
Comm. Mgr., Prog. Dir. ..... Felipe Cantu
Chief Engineer ..... L. E. Richards

KMAC

SAN ANTONIO—1926—MBS

Frequency: 630 Kc. ..... Power: 5,000 Watts
Owned-Oper. By ..... The Walmac Co.
Address ..... KMAC Bldg.
Phone Number ..... Belmont 3-6211
Representative ..... Walker
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Howard W. Davis
Program Director ..... A. S. (Tony) Bessan
Chief Engineer ..... Al Knight

KONO

SAN ANTONIO—1927

Frequency: 860 Kc. .... Power: 5000 d., 1000 n.

THOSE WHO KNOW FAMOUS BRANDS . . . .

Quote from a letter: "Our station has consistently found that its new programs are more attractive to listeners and sponsors than any other one category in its program format. Complete **AP** news coverage throughout the broadcast day guarantees our sponsors a loyal and responsive audience."

. . . . KNOW THE MOST FAMOUS BRAND IN NEWS IS AP

Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove
Phone Number.....Fannin 5171
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
Pres., Owner .....Eugene J. Roth
General Manager.....James M. Brown
Commercial Manager.....Bob Roth
Program Director.....Robert F. Jenkins
Chief Engineer.....George Ing

KTSA

SAN ANTONIO—1928—CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Express Publishing Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number .....Garfield 1251
News Service .....AP
Transcription Service .....MacGregor
Representative. .....Free & Peters
President..... .....Frank G. Huntress, Jr.
Sta., Prom., Comm. Mgr.....Charles D. Lutz
Program Director.....H. H. Carr
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone Number .....Garfield 4221
Air Time .....Unlimited
News Service .....AP, INS, UP
Representative .....Edward Petry & Co., Inc.
President .....Hugh A. L. Halff
General Manager.....James M. Gaines
Commercial Manager.....Rex Preis
Sales Promotion Mgr.....Morton Grossman
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY

SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....P. O. Box 32
Phone Number 888
Transcription Service .....Lang-Worth
Station Representative .....Hil F. Best
President.....Edw. C. James
General Mgr.....Tom C. Fleet
Comm. Mgr.....Princess J. Fleet
Chief Engineer.....Ernie Wood

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....200 S. Camp St.
Phone Number 1580
News Service .....UP
Membership .....NARTB
Representative .....Hil F. Best
President .....Garfield Kiel
Comm., Sta. Mgr.....Stan McKenzie
Chief Engineer.....Louis Sowder

KSEY

SEYMOUR—1950

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....W. C. Moss, Jr.
Address .....Box 1191
Phone Number 2525
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Comm. Mgr.....W. C. Moss, Jr.
Program Dir.....Elizabeth Moss
Chief Engineer.....Luke M. Stribling

KEVA

SHAMROCK—1949—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By....Shamrock Tex. Bcstg. Co.
Address .....Box 21
Phone Number 620
Representative .....Best
General Manager.....James D. Abbott
Comm. Mgr., Chief Eng:.....Robert J. Beller
Program Director.....Joyce Abbott

The most powerful advertising influence in the Southwest

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • St. Louis
Los Angeles • Dallas • Detroit
San Francisco

NBC Affiliate
TQN

KRRV

SHERMAN-DENISON—1936
MBS-TEX STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.Red River Valley Bcstg. Corp.
Address.....Box 94 (Denison)
Box 665 (Sherman)
Phone Number...423 (Denison); 201 (Sherman)
Representative .....Pearson
Transcription Service.....Associated
News Service .....UP
General Manager..Tom E. Spellman (Sherman)
Program Director.....Earl Ellington
Chief Engineer.....Tom John

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Howard L. Burris
Bus.-Studio Address..2334 S. Mead, Arlington, Va.
Phone Number.....Otis 47090
News Service .....AP
Membership .....BAB
Representative .....Hil F. Best
Owner.....Howard L. Burris
General Manager.....William A. Jaco
Asst. Mgr., Chief Eng.....James Shelton

KSNY

SNYDER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Snyder Bdcstg. Co.
Address .....Box 1468
Phone Number 3-5451
News Service .....UP
Pres., Gen. Mgr.....J. T. Hughes
Commercial Mgr.....Mel Z. Gilbert

KDWT

STAMFORD—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....David W. Ratliff
Phone Number 1400
Air Time.....Full Time
News Service .....AP
Pres., Gen., Sta. Mgr. .....David W. Ratliff
Comm., Prom. Mgr.....George Morey
Program Director.....Glenna Giles
Chief Engineer.....Erick Henske

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Galen O. Gilbert & J. R. Kincaid
Address.....P. O. Box 102
Phone Number.....Lindsey 3141
News Service .....UP
General Manager.....Galen O. Gilbert
Commercial Mgr.....Jack Reeves
Chief Engineer.....Floyd Jeter

KSST

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Business-Studio Address.....P. O. Box 284
Phone Number 1230
Air Time.....Full Time
Pres., Gen., Sta. Mgr.....William E. Bradford
Comm., Prom. Mgr.....Clovis Pinion
Program Director.....Lona Ruth Long
Chief Engineer.....Bill Bradford

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio & News, Inc.
Bus.-Studio-Transmitter Address.....Box 570
Phone Number 4655-6
Air Time.....Full Time
News Service .....UP
Representative.....Hil F. Best
President.....J. S. McBeath
Gen., Sta. Manager.....J. Harley Hubbard
Commercial Mgr.....Elwood Fritch
Chief Engineer.....J. T. Allen

KTAE

TAYLOR—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....Box 191
Phone Number 1260
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Graham Gillis Conoley
Commercial Manager.....John M. Wehby
Prog., Pub. Dir.....F. Switzer, Jr.
Chief Engineer.....Gordon W. Rainey

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone Number 3-5252
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Station Manager.....Ralph Weedon
Program Director.....John O'Brien
Chief Engineer .....Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.

Phone Number 44497
Transcription Service.....SESAC, Thesaurus
News Service .....UP
Pres., Gen. Mgr.....Paul A. Wnorowski
Program Director.....Dean Tiller
Chief Engineer.....Martin Pitte

KCMC

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....315 Pine St.
Phone Number 3-6151
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Langworth
Representative .....Taylor
Membership .....NARTB, BAB
President.....C. E. Palmer
General Manager.....Frank O. Myers
Program Director.....Donald Myers
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Add ess.....4325 N. Stateline
Phone Number 3-5123
News Service .....UP
Transcription Service .....World
Transcription Service .....Devney
General Manager.....David M. Segal
Program Director.....Les Eugene
Chief Engineer.....J. H. Crawford

KTLW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Long Radio Enterprises
Business-Studio Address.....Bay City
News Service .....UP
President.....John G. Long
Gen., Sta. Mgr.....Joe Brown
Chief Engineer.....Phil Gainor

KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Lansing
Bus.-Studio Address.....115 South College
Phone Number 23874
Air Time.....5:30 a.m.-M.
Transcription Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, BAB
President .....Lucille Buford
General Manager.....Gerry Lansing
Commercial Mgr.....William Peart
Sales Prom. Mgr.....Sam Matthews
Program Director.....Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—1947—TSN-ABC

Frequency: 600 Kc.....Power: 500 Watts d. 1000 Watts n.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number 4-7278
News. Affil.....“Courier Times Telegraph”
Air Time.....Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor Co.
Membership .....NARTB, BAB
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr.....M. E. Danbom
Commercial Mgr.....Oneil Inman
Comm., Prom. Mgr.....Herbert Golombeck
Program Dir.....Don Jackson Tausch
Prom. Mgr., Pub. Dir.....David H. Bothwell
Chief Engineer.....R. A. Wileman

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address.....1450 Batesville Rd.
Phone Number.....717
News Service .....UP
Membership .....BAB
Pres., Gen. Mgr.....Edward J. Harpole
Station Mgr.....Bob Hicks
Commercial Mgr.....Joe Watson, Jr.
Program Dir.....Sally Adams
Chef Engineer.....Walter Herbert, Jr.

KVWC

VERNON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbarger
General Manager.....James Doyle

KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 642
Phone Number 1410
News Service .....UP, AP
Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....A. B. Alkek
General Manager.....James A. Traber
Commercial Mgr.....Warren Dentler
Program Director.....Jean Wilson
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1939—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Phone Number 1106-7

Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Membership .....BAB
President.....J. G. Long
Gen., Comm. Mgr.....Willam C. Burks
Sales Prom. Mgr.....Hans Felix
Program Dir.....Wilburn H. Jackson
Chief Engineer.....Vic Boldt

KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
Phone Number 3-7331
News Service .....AP
Representative .....Everett McKinney
Membership .....NARTB
Gen., Sta. Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Prom. Mgr.....Harry L. Gillam
Program Director.....Curtis B. Matties
Chief Engineer.....William Moore

WACO

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business Address.....3620 Franklin Ave.
Phone Number 2-6571
Air Time..... 6a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....BAB
President .....Gene L. Cagle
General Manager.....R. Lee Glasgow
Chief Engineer.....Jesse H. Dove

KRGV

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number 375
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative .....Taylor Co.
President.....O. L. Ted Taylor
General Manager.....Byron W. Ogle
Program Director.....James D. Cook
Chief Engineer.....O. Lewis Hartwig

KFDX

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d., 1,000 Watts n.
Owned-Oper. By ..Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone Number 2-8668
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Station Representative .....Taylor Co.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Darrold A. Cannan
Station Manager.....Howard Fry
Comm., Prom. Mgr.....Matt M. Johnson
Program Director.....Warren Silver
Publicity Director.....Bill Hood
Chief Engineer .....John Adams

KTRN

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone Number 2-5214
News Service .....AP
Representative .....Pearson
Pres., Gen. Manager.....Boyd Kelley
Commercial Mgr.....Bob Cain
Program Director.....Bill Edgar
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone Number.....3-4181
News Service .....UP
Transcription Service .....Lang-Worth
President .....Kenyon Brown
General Manager.....Charles E. Clough
Sales Prom. Mgr.....A. L. Pierce
Program Director .....Blaine Cornwell
Chief Engineer.....Herbert T. Wiley

THOSE WHO KNOW FAMOUS BRANDS....

WBVP at Beaver Falls, Pa., writes: "Our sponsors are satisfied, our listeners are well informed—thanks to **AP** news."

.... KNOW THE MOST FAMOUS BRAND IN NEWS IS **AP**

UTAH

Pop. Feb. 1, 1954 (Est.) 724,000 — Families 247,000
Radio Homes 242,000 — TV Homes 121,000 — Stations in State 18

KBUH

BRIGHAM CITY—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Wade Ebeling
Address.....948 W. Forrest St.
Phone Number 948
Membership .....BAB, NARTB
Pres., Gen., Comm. Mgr.....Wade Ebeling
Sales Prom. Mgr.....Art Fishler
Program Director.....Melvin Richardson
Chief Engineer.....Samuel Stevans

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
Phone Number 590
Air Time.....Full Time
News Service .....UP
Reps.....Bonneville, CBS Spot Sales
Membership .....NARTB, BAB
President .....Ivor Sharp
General Manager.....Arthur Higbee
Commercial Mgr.....W. V. Lowe
Asst. Manager.....Robert Heyborne
Program Director.....Mauray Payne
Chief Engineer.....Richard Gunn

KVNU

LOGAN—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
Phone Number 1400
Air Time .....6:00 a.m. to 12:00 p.m.
News Service .....UP
Transcription Service .....World
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm., Sales Prom. Mgr.....W. W. Kirkland
Program Director.....Morgan White
Chief Engineer.....Wm. Jones

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Murray Bcstg. Service
Address.....4646 So. State St.
Phone Number 9-9822
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Oral J. Wilkinson
Gen., Sta. Manager.....Howard Pingree
Chief Engineer.....Ervin N. Greene

KLO

OGDEN—1925
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....Hotel Ben Lomond
Phone Number.....4-5721
Air Time.....Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President .....Edris Glasmann
General Manager.....A. L. Glasmann
Station Manager.....Collin W. Lowder
Commercial Manager.....W. Kimball Ward
Publicity Director.....Bruce Thornton
Chief Engineer.....Robert V. Beadles

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Transcription Service .....Lang-Worth
President.....G. Stanley Brewer
General Manager.....King Harmon

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1438 Gibson Ave.
Phone Number 2-7535
Representative .....Biddick
Transcription Service .....Capitol
News Service .....AP
Pres., Gen. Mgr.....Arch G. Webb
Chief Engineer.....James Condrey
Commercial Mgr.....David B. Affleck

KOAL

PRICE—1936
MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Address .....Box 591
Phone Number.....Price 200
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Jack Richards
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KCSU

PROVO—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Central Utah Bcstg. Co., Inc.
Address .....P. O. Box 550
Phone Number 2802

Representative .....Hollingbery
News Service .....UP
Co.-owner, Pres., Comm., Prom. Mgr.
Frank A. Van Wagenen
Co-owner, V.P., Gen., Sta. Mgr.
Harold E. Van Wagenen
Chief Engineer.....Dallin H. Oaks

KEYY

PROVO—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address.....307 So. 17th W.
Phone Number 4060
Transcription Service .....Thesaurus
President.....Spencer D. Grow
Commercial Mgr.....Garn Carter
Program Director.....Hal Parkes
Chief Engineer.....Ron Bailie

KOVO

PROVO—1939
MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number 1680
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager.....L. H. Curtis
Pgm. Dir.....James H. Lawrence
Chief Engineer.....Lovell A. Killpack

KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Buiness Address.....980 Tower Lane
Phone Number 620
News Service.....UP
Transcription Service .....World
Representative .....Avery Knodel
President .....Homer Bandley
Gen., Sta. Mgr.....Frank Peacock
Commercial Mgr.....Art Tucker
Chief Engineer.....Ralph Ross

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone Numbers 4-3561
Air Time.....Full Time
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....George C. Hatch
Gen., Sta., Comm. Mgr...Thomas H. Anderson
Publicity Manager.....Florien Wineriter
Program Director.....Kay Richins
Chief Engineer .....W. D'Orr Cozzens

KDYL

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Bus.-Studio Address.....128 Social Hall Ave.
Phone Number 5-2991
Air Time .....Unlimited
News Service .....UP
Representative .....John Blair
Pres., Gen. Mgr.....G. Bennett Larson
Program Director.....Alvin G. Pack
Publicity Dir.....Del Leeson
Chief Engineer.....Allan Gunderson

KNAK

SALT LAKE CITY—1945

Frequency: 1280 Kc.....Power: 1000 Watts d.: 500 n.
Owned-Operated By....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone Number.....4-3685
News Service .....UP
Representative .....Forjoe
President.....Howard D. Johnson
General Manager.....Lee Walker
Program Director.....Wayne Logan
Chief Engineer.....Jack Jeppson

KSL

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number 5-4641
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative.....CBS Radio Spot Sales
Membership .....NARTB, BAB
President.....J. Reuben Clark
Exec. Vice Pres.....Ivor Sharp
Manager.....Eugene M. Halliday
Sales Manager.....Frank McLatchy
Program Director.....Joseph A. Kjar
Chief Engineer.....Vincent Clayton

KUTA

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....179 Motor Ave.
Phone Number 22-2505
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard
Representative .....Hollingbery
Membership .....NARTB, BAB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Comm., Sales Prom. Mgr.....Allan Thomas
Chief Engineer.....C. Wendell Bell

KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Uintah Bcstg. Co.
Address .....120 E. Main St.
Phone Number 494
News Service .....UP
President.....James C. Wallentine
Gen. Mgr., News Dir.....Lee Walker
Commercial Manager.....Grant E. Parry
Chief Engineer.....Wallace D. Raker

No trick at all!

For KSL Radio to produce results. We've been doing it for years — because ¼ million listeners in the Mountain West are tuned to KSL Radio regularly.

Salt Lake City, Utah

CBS Radio Network - 50,000 watts

Represented by CBS Radio Spot Sales

Source: A. C. Nielsen - 1952

VERMONT

Pop. Feb. 1, 1954 (Est.) 386,000 — Families 110,000
Radio Homes 106,000 — TV Homes 26,500 — Stations in State 11

WBTN

BENNINGTON—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Address .....Harwood Hill
Phone Number 6321
News Service .....UP
Representative .....McGillvra
Co-Owner & Treas.....J. Gordon Keyworth
Station Manager.....Ben A. Hubley

WTSA

BRATTLEBORO—1950—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-State Area
Address .....Box 819
Phone Number 1700
Representative .....Rambeau
President .....Theodore Feinstein
Vice-Pres., Gen. Mgr.....Phillips Terhune
Program Director.....Loren C. Smith
Chief Engineer.....Edward D. Somes

WCAX

BURLINGTON—1927—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 3-3437
Air Time .....Unlimited
News Service .....UP
Transcription Service .....SESAC
Representative .....Weed
Membership .....NARTB, BAB
President, Gen. Mgr.....C. P. Hasbrook
Sta., Comm. Mgr.....J. D. Swan
Program Director.....Louis J. Rocke
Chief Engineer.....James W. Tierney

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number 4-5774
Transcription Service .....Thesaurus
Air Time.....Full Time
News Service .....AP
Representative .....Brannon, Rambeau
Membership .....BAB, NARTB
President.....David W. Howe
Prog., Pub. Dir.....Richard Burt
Sta., Comm. Mgr.....Alfred E. Spokes
Chief Engineer.....Donald M. Wheatley

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address.....Union Mutual Bldg.
Phone Number 1740
Air Time.....Full Time
News Service.....AP
Representatives.....Borgatti, W. S. Grant
Pres., Gen., Comm. Mgr.....C. W. Grinnell
Program Director.....Robert Bannon
Chief Engineer.....Gerald Mareot

WIKE

NEWPORT—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Phone 832-3
Transcription Service .....World
News Service .....UP
Reps. .....McGillvra, Kettel-Carter
Pres., Gen. Mgr.....E. D. Finney
Prog. Dir., Ch. Eng.....D. A. Thurston

WHWB

RUTLAND—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
Phone Number.....PR 3-3200
News Service .....AP
Transcription Service .....World
Representative .....Kettell-Carter
Pres., Gen., Sta. Mgr.....Vena M. Bates
Program Director.....Shirley Neilson
Chief Engineer.....Kenneth Pockett

WSYB

RUTLAND—1930

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone Number 1247
Representative.....Joseph Hershey McGillvra,
Station Manager.....J. H. Weiss

WWSR

ST ALBANS—1941—YANKEE

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number 1390
News Service .....UP
Transcription Service .....World

Representative .....Walker, Bannon
President-Gen. Mgr.....Lloyd Squier
Sta., Comm., Sales Prom. Mgr..Richard W. Hill
Program Director.....Robert Leavitt
Chief Engineer.....Theodore Boisvert

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Box 662
Phone Number .....Pioneer 8-2344
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....McGillvra, Kettel-Carter
Pres., Gen. Mgr.....E. Dean Finney
Program Director.....Guy O. Austin

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....8 Stowe St.
Phone Number 4-7321
Air Time .....6:00 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NARTB, BAB
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer .....Warren Chase

VIRGINIA

Pop. Feb. 1, 1954 (Est.) 3,452,000 — Families 830,000
Radio Homes 738,000 — TV Homes 512,000 — Stations in State 63

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone Number .....OVerlook 3-3000
Representative .....Grant Webb
Membership .....NARTB, BAB
News Service .....AP
Pres., Gen. Mgr.....Carl L. Lindberg
Commercial Mgr.....Art Kellar
Chief Engineer.....Peter Dunckle

WARL

ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....5232 Lee Hway.
Phone Number.....JAckson 7-7800
News Service .....UP
President .....Lou Poller
General Manager.....Cy Blumenthal
Program Director .....Ray Armand
Chief Engineer .....Stephen Hart

WEAM

ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address.....2030 N. 16th St.
Phone Number.....JAckson 7-7100
News Service .....AP
President.....Harold H. Thoms
General Manager.....George Oleson
Program Director.....John Cooley
Chief Engineer.....William Beresford

WBLT

BEDFORD—1950—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bedford Bcstg. Co.
Address.....P. O. Box 406
Phone Number 8245
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....A. P. Marsh, Jr.
Commercial Manager.....R. A. Owen
Program Director.....R. A. Scott, Jr.

WLSD

BIG STONE GAP—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gap Bcstg. Co.
Phone Number 960
General Manager.....W. H. Wren Jr.
Program Director.....W. R. Holland Jr.
Promotion Mgr.....James E. True Jr.
Chief Engineer.....Andrew R. McMaster

WKLV

BLACKSTONE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 watts
Owned-Oper. By.....Blackstone Bdcstg. Corp.
Phone Number 478
Address .....Community Bldg.
Air Time.....6 a.m.-11 p.m.
Transcription Service.....Langworth
Representative .....Colton
News Service .....AP
President.....H. L. Umstead
Sta. Mgr., Chief Eng.....Cosby A. Draper, Jr.

WCYB

BRISTOL—1946

(See Also Bristol, Tenn.)

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Address .....Front & Cumberland Sts.
Phone Number.....North 3560
Air Time .....Daytime
News Service.....AP, UP
Transcription Service..World, Cole, Associated
Membership .....NARTB, BAB
President, Gen. Mgr.....Robert H. Smith
V.P., Sales Mgr.....J. Fey Rogers
Chief Engineer.....R. V. Robinson

WFHG

BRISTOL—1946—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bristol Bcstg. Co.
Address .....Valley Drive
Phone Number N-3620
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....W. C. Nininger
Commercial Manager.....Jack Martin
Program Director.....David Pursglove
Chief Engineer.....John Hughlett

BRISTOL, VA.-TENN.

WCYB

10,000 WATTS 690 KILOCYCLES

Gets Results for the Tri-Cities Market

Bristol, Va.-Tenn., Johnson City, Tenn., Kingsport, Tenn.

Top RESULTS
Top POWER *Top* FREQUENCY
Top PROGRAMS *Top* FEATURES
Top PERSONALITIES

GIL PERNA, INC., National Representatives

ask them for the Top story in the Virginia-Tennessee Market

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Bus.-Studio-Transmitter Address..Rose Hill Dr.
Phone Number 2-5121
Air Time.....Full Time
News Service .....AP
Representative .....Clark
Representative .....Walker
Managing Director.....Charles Barham, Jr.
Gen., Comm. Manager.....Robert C. Walker
Prog., Pub. Dir.....R. G. Sketchley, Jr.
Promotion Manager.....Charles Smith
Chief Engineer.....Walter W. Gray

WINA

CHARLOTTESVILLE—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts, d.
Owned-Oper. By..Charlottesville Bcstg. Corp.
Address.....P. O. Box 1230
Phone Number 2-6177
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Donald G. Heyne
Station Manager.....Charles W. Freeman
Chief Engineer.....Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address .....Fairview Hts
Phone Number 2147
Transcription Service .....Standard
News Service .....AP
President.....Cletus H. Lawler
General Manager.....Grover K. Fulk
Program Director.....Larry Cooper

WKEY

COVINGTON—1941—ABC

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Box 710
Phone Number 8351
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Representative .....Devney
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
General Manager.....Earl M. Key
Commercial Mgr.....Kenneth L. Bryant
Program Director.....John Lee Davis
Chief Engineer.....E. G. Hemingway

WSVS

CREWE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....800 Melody Lane

Phone Number 8711
News Service ..... AP
Transcription Service ..... World
Representative ..... BAB
President ..... Calvin S. Willis
General Manager ..... John E. Sadler
Commercial Mgr. ..... Freeman H. Stewart
Chief Engineer ..... C. E. Wilson

WCVA

CULPEPER—1949—KBS-MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Culpeper Bcstg. Co.
Address ..... Hendricks Ave.
Phone Number 8338
Air Time ..... 6:30 a.m. to 9:35 p.m.
News Service ..... UP
Transcription Service ..... Standard
President ..... Ira C. Hopkins
Gen., Comm. Mgr. ..... John T. Rogers
Program Director ..... Woody Powell
Chief Engineer ..... Walter Wilkerson

WBTM

DANVILLE—1930—ABC

Frequency: 1330 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... Piedmont Bcstg. Corp.
Bus.-Studio Address ..... Hotel Danville Bldg.
Phone Number 2350
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... George P. Hollingbery
Membership ..... NARTB, BAB
President ..... L. N. Dibrell
General Manager ..... Edward G. Gardner
Comm. Mgr. ..... John Holland
Program Director ..... Milton Adams
Chief Engineer ..... Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Va.-Carolina Bcstg. Corp.
Address ..... American Natl. Bank Bldg.
Phone Number 5300
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Burn-Smith, Dora-Clayton
Membership ..... NARTB, BAB
President ..... J. D. Pruitt
General Manager ..... Emerson J. Pryor
Commercial Mgr. ..... Stover Morris, Jr.
Program Director ..... Richard Campbell
Chief Engineer ..... Howard Clendenon

WEVA

EMPORIA—1952

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Stone Bdcstg. Co.
Address ..... Washington St. & Florida St.
Phone 2133
Transcription Service ..... Thesaurus, Standard
Membership ..... BAB
News Service ..... AP
Pres., Gen. Mgr. ..... M. E. Stone
Commercial Mgr. ..... Sally Whitlock
Chief Engineer ..... E. A. Short, Jr.

WFAX

FALLS CHURCH—1948—KBS

Frequency: 1220 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Lamar A. Newcomb
Address ..... Box L
Phone Number ..... Jefferson 2-0900
News Service ..... UP
Pres., Gen. Mgr. ..... Lamar A. Newcomb
Program Director ..... Genevieve Main
Chief Engineer ..... Richard Fanning

WFLO

FARMVILLE—1947

Frequency: 870 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Colonial Bcstg. Co.
Business Address ..... Johnson City
Phone Number ..... Farmville 870
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Clark
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Carla B. Keys
Station Manager ..... John D. Wilson
Commercial Mgr. ..... Reginald Speir
Program Director ..... John Calhoun
Chief Engineer ..... Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Fredericksburg Bcstg. Corp.
Business Address ..... 707 Princess Anne St.
Phone Number 1261
Exec. Vice-Pres. ..... Richard Lewis
Manager ..... Walter F. Harris, Jr.

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By ..... Sky Park Bcstg. Corp.
Address ..... P. O. Box 192
Phone Number 750
News Service ..... UP
President ..... E. H. Stokes
Gen., Comm. Mgr. ..... Kenneth Gordon
Program, News Director ..... Tom Gibson
Chief Engineer ..... Claude F. Jones

WBOB

GALAX—1947—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Carroll-Grayson Bcstg. Corp.
Address ..... Poplar Knob Rd.
Phone Number 2921
News Service ..... AP
President ..... Robert V. Morris
Gen., Sta. Manager ..... Joseph P. Crockett

Program Director.....Muriel Bell
Commercial Manager.....Brice J. Parks
Chief Engineer.....Edward Boyer

WVEC

HAMPTON—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Studio-Trans. Address.....1490 Pembroke
Phone Number.....Hampton 6332
Air Time.....Full Time
News Service.....AP
Transcription Service.....World, Standard
Representative.....Wm. G. Rambeau
Membership .....NARTB, BAB
President.....Thomas P. Chisman
General Manager.....Harrol A. Brauer, Jr.
Comm. Manager .....Charles L. Coker, Jr.
Program Director.....Bob Drill
Chief Engineer.....Wm. C. King, Jr.

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owner-Oper...Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Rawley Pike
Phone Number 4-4431
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative (Eastern).....Devney & Co.
Membership .....NARTB, BAB
President.....Frederick L. Allman
Sales Prom., Comm. Mgr...Robert B. Harrington
Program Director .....Richard H. Johnson
Production Director.....Charles McGinley
Chief Engineer.....Warren L. Braun

WHAP

HOPEWELL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address.....City Point Rd.
Phone Number.....HO 801
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Mort. Hendrickson
Chief Engineer.....Steve Wolchin

WREL

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Phone Number 6000
News Service .....AP
Representative .....Cooke
Transcription Service .....Thesaurus
President.....Marshall L. Wilmer
Gen., Sta., Comm. Mgr.....Milton B. Henson
Program Director.....Andrew Peterson
Chief Engineer.....James I. Bray, Jr.

WLVA

LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone Number 2-1242
Air Time .....6:00 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....Edward A. Allen
Gen., Sta. Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Sales Prom. Mgr.....C. A. Larsen
Prog. Publ. Dir. .....Warren Uttal
Chief Engineer.....John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Address.....P. O. Box 918
Phone Number 2-3441
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NARTB
President.....Dr. Powell G. Dillard
Gen., Sta. Mgr.....Charles R. Maillet
Commercial Manager.....Richard E. Gooch
Chief Engineer.....Forest J. Pinkerton

WMEV

MARION—1948—ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address .....Park Boulevard
Phone Number 3-9001
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Cooke
Membership .....NARTB, BAB
V.P., Gen., Sta. Mgr.....Robert C. Wolfenden
Pgm. Dir. .....Mrs. R. C. Wolfenden
Chief Engineer.....F. M. White, Jr.

WMVA

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Phone Number.....Virginia 2152
News Service .....AP
President.....S. S. Walker
General Manager.....Maynard E. Dillaber
Commercial Mgr.....Charles F. Adams
Program Director.....Barbara Zimmerman
Chief Engineer.....B. E. Boyer

WNRV

NARROWS—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Phone Number 2211
President.....H. J. Romanus
General Manager.....H. Tom Hicks
Commercial Mgr.....R. J. Torquato
Program Director.....Albert A. Rich
Chief Engineer.....Washington Elitchko

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address....739 Boush St., Norfolk
Phone Number Norfolk-2-7031
News Service .....AP
News. Affil.....Daily Press, Times-Herald
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....William R. Van Buren, Sr.
Gen.-Sta. Manager .....Edward E. Bishop
Commercial Mgr.....Clyde F. Meades
Program Director.....Ambert Dail
Chief Engineer .....Alois Braun

WHYU

NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number.....Newport News 3-1631
News Service .....UP
Transcription Service .....Capitol
President .....John Doley
General Manager.....Frederic F. Clair
Program Dir. .....Tom Bradshaw, Jr.

WCAV

NORFOLK—1947—MBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Helena Bldg.
Phone Number 2-3266
News Service .....UP
Transcription Service .....Capitol
Representative.....Indie Sales, Inc.
Membership .....NARTB
President.....Mrs. Pauline Light
General Manager.....William M. Manrov
Program Director.....Jack Lynn
Chief Engineer.....Sanford Willis

WLOW

NORFOLK—1946—

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Bus.-Studio Addr.....21st & Manteo Sts.
Phone Number 4-5677
News Service .....UP
Representative .....Forjoe
President.....E. L. Scott
General Manager.....Robert Wasdon
Station Manager.....Glenn Harmon
Tech. Dir., Chf. Engr.....Jack Siegel

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone Number 27071
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Walker
President.....Louis H. Peterson
Gen., Comm. Mgr.....Earl Harper
Program Manager.....Bill Montgomery
Chief Engineer.....Howard Sheets

WRAP

NORFOLK—1952

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Phone Number 4-8307
Chairman of Board.....John W. Rollins
President.....O. Wayne Rollins
General Manager.....Robert Lyons
Chief Engineer.....Glen Frazier

WTAR

NORFOLK—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Phone Number 56711
News Service .....AP
News Affil.....Norfolk Newspapers, Inc.
Transcription Service .....Standard
Representative .....Edward Petry
Pres., Gen. Mgr.....Campbell Arnoux
Commercial Mgr.....Robert M. Lambe
Promotion Manager.....Robert A. Davis
Program Director.....William Johnson
Publicity Director.....Joel Carlson
Chief Engineer.....Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blanfox Radio Co., Inc.
Bus.-Studio Address.....Harlan, Ky.
News Service .....AP
Transcription Service .....World
President.....Richard B. Helms
Gen., Sta. Mgr.....Jack T. Helms
Comm. Mgr., Pgm. Dir.....Wally Douglass
Chief Engineer.....Gene Tommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By..James Madison Bcstg. Corp.
Address.....P. O. Box 271
Phone Number 7263
Air Time.....Full Time
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
President.....W. A. Sherman, Jr.
Gen., Comm. Mgr.....Alfred W. Walthall
Program Director.....Jim Simmons
Publicity Director.....Ann G. Butler
Chief Engineer.....Charles F. Brown

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number.....RE 3-4567
Air Time.....6:30 a.m.-M.
News Service .....AP
Membership .....NARTB
President.....Louis H. Peterson
Station Manager.....Ray L. Moss
Commercial Mgr.....E. L. Von Nordeck
Program Director.....N. W. Andrews
Chief Engineer.....Donald W. Hall

WAVY

PORTSMOUTH—1943

Frequency: 1350 Kc.....Power: 5000 Watts

DOMINATING
in
NEWS
MUSIC
and
SPORTS
Exclusive Station
for
INTERNATIONAL LEAGUE
BROADCASTS

WLEE
Richmond, Va.

Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number 7-3488
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Hunter C. Phelan
Gen., Sta. Mgr.....Carl J. Burkland
Chief Engineer.....Luther Norris

WPUV

PULASKI—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Address .....Box 351
Phone Number 3-3931
News Service .....AP
Transcription Service .....World
Representative .....Sears & Ayer
Pres., Gen. Mgr.....Mason C. Deaver
Commercial Manager.....Larry Schoenfeld
Chief Engineer.....John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rollins Bcstg., Inc.
Phone Number 2461
Transcription Service .....Associated
Representative .....Pearson
News Service .....AP
President.....O. Wayne Rollins
Gen., Comm. Mgr.....Wendell H. Siler
Sales Prom. Mgr.....Ben Johnston
Prog. Dir., Chief Engr.....Alfred L. Mills

WRIC

RICHLANDS—1951

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Clinch Valley Bcstg. Corp.
Address .....Box 218
Phone Number 450
Transcription Service.....Thesaurus, SESAC
News Service .....AP
Gen., Sta. Mgr., Chf. Eng...Max M. Blakemore
Program Director.....Lindy Seamon
Comm., Prom. Mgr.....Joe J. Webb

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Oper. By..United Bcstg. Co. of Virginia
Address.....513 E. Main St.
Phone Number 38368
President .....Richard Eaton
General Manager.....Richart Scheele
Program Manager.....Michael Novello
Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.

Business-Studio Address.....Broad St. Road
Phone Number.....88-2837
Air Time.....Full Time
News Service.....AP
Representative.....Forjoe
President.....Thomas G. Tinsley, Jr.
Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
Chief Engineer.....George W. McGulgan, Jr.

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Phone Number.....5-8611
News Service.....UP
Air Time.....Full Time
Representative.....Bolling Co.
Membership.....BAB
Pres., Gen. Mgr.....Wilbur M. Havens
Asst. Gen., Comm. Mgr...Walter A. Bowry, Jr.
Program Director.....G. Conrad Ranhard, Jr.
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address.....111 N. Fourth St.
Phone Number.....3-3436
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, Thesaurus
Representative.....Edward Petry
Membership.....NARTB, BAB
President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Sales Manager.....Joseph Sierer
Program Director.....Howard Hamrick
Publicity Director.....Grace Braver
Chief Engineer.....Vincent Wolstenholme

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number.....3-6633
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NARTB, BAB
General Manager.....C. T. Lucy
Comm., Business Mgr.....James D. Clark
Promotion Manager.....Jack Stone
Program Manager.....Samuel S. Carey
Production Manager.....Wm. R. Preston
Business Manager.....Barron Howard
Chief Engineer.....David C. Woods

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.

Proof of SELLING POWER in the RICH VIRGINIA MARKETS

The only yardstick of sales power is results. The proof of direct, immediate, profitable results, is consistent use of WRNL by highly successful advertisers, week after week, for OVER A DECADE. We'd like to tell you about it.

5000 Watts
ABC Affiliate
Richmond, Virginia

There's more SELL on

WRNL
910 ON YOUR DIAL

Edward Petry & Co., Inc., National Representatives

Bus.-Studio Address.....100 W. Franklin St.
Representative .....Indie Sales
News Service .....AP
President.....Douglas H. Robertson
Gen., Comm. Mgr.....David M. Wilburn
Chief Engineer.....Paul Kness

WDBJ
ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone Number.....8131
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
News. Affil.....Times, World News
Transcription Service .....World
Representative.....Free and Peters, Inc.
Membership .....NARTB, BAB
President.....J. P. Fishburn
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Promotion Director.....Joe B. Grant
Chief Engineer.....J. Edward Newman

WRIS
ROANOKE—1953

Frequency: 1410 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Roanoke Independent Bcstrs. Inc.
Address .....Pythian Bldg.
Phone Number 2-3131
President .....Cy Bahakel
Manager .....Frank Tirico
Program Director.....Herman Reavis
Promotion Manager.....Coleman Austin
Chief Engineer.....John Strong

WROV
ROANOKE—1946—ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number 3-4444
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, BAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Program Director.....Lee Garrett
Chief Engineer.....J. W. Robertson

WSLS
ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By...Shenandoah Life Stations, Inc.
Business-Studio Address....Shenandoah Bldg.
Phone Number 9227
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Chief Engineer.....J. P. Briggs
Commercial Manager.....Horace Fitzpatrick

WHLF
SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address .....Webster St.
Phone Number 2-9988
News Service .....AP
Transcription Service .....World
Owner, Comm. Mgr.....John L. Cole, Jr.
Program Director.....Ella L. Poindexter
Chief Engineer.....Arthur A. Moran

WJWS
SOUTH HILL—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Mecklenburg Bcstg. Corp.
Address .....Box 669
Phone Number 230
President.....John Shultz
Vice-Pres., Chief Engr.....Phil Hedrick
Commercial Mgr.....W. Brown Hofler

WTON
STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 5-5555
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr....Charles F. Seebeck
Program Director.....Fulton A. King
Chief Engineer.....Rex C. Houser

WLPM
SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number 2394
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
Commercial Dir.....Earl Hundley
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

WNNT
WARSAW—1949—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater Bcstg. Co.

Address ..... Warsaw
Phone Number ..... WA 690
News Service ..... UP
Transcription Service ..... Thesaurus
Pres.-Gen. Mgr. ..... Grayson Headley
Commercial Mgr. ..... Ruth R. Rouzie
Chief Engineer ..... Kenneth Lueck

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Waynesboro Bcstg. Corp.
Address ..... 526 Main St.
Phone Number 6066
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... World
Membership ..... NARTB
President ..... Judson T. Phillips
Gen., Sta., Comm. Mgr. ..... N. Wilbur Kidd
Program Director ..... Al Charles
Chief Engineer ..... Donald D. Curtis

WINC

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Richard Field Lewis, Jr.
Business Address ..... Box 605
Phone Number 4855
Air Time ..... 6 a.m.-11:30 p.m.
News Service ..... UP
Transcription Service ..... Associated
President ... Richard Field Lewis, Jr. (Licensee)
Pgm., Prod. Dir. ..... John Morgan
Chief Engineer ..... Phil Whitney

WYVE

WYTHEVILLE—1949—KBS-MBS

Frequency: 1280 Kc. .... Power: 1000 Watts d.
Owned-Oper. By .... Wythe County Bcstg. Co.
Address ..... P. O. Box 534
Phone Number 840-1
News Service ..... UP
Membership ..... NARTB, BAB
Transcription Service .... Langworth, Keystone
President ..... A. M. Gates, M.D.
General Manager ..... A. M. Gates, Jr.
Chief Engineer ..... Jack Fleming

WASHINGTON

Pop. Feb. 1, 1954 (Est.) 2,814,000 — Families 987,000
Radio Homes 965,000 — TV Homes 411,500 — Stations in State 54

KBKW

ABERDEEN—1948—ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... KBKW, Inc.
Address .. 701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... World, Associated
Reresentative ..... Forjoe
Membership ..... BAB
President ..... Archie Taft, Jr.
Gen., Sta. Mgr. ..... L. H. Daviscourt
Program Director ..... Francis White
Chief Engineer ..... Jack Fleming

KXRO

ABERDEEN—1927—MBS—DON LEE KBS

Frequency: 1320 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... KXRO, Inc.
Address ..... 207½ E. Market St.
Phone Number ..... Aberdeen 4098
Air Time ..... 7 a.m.-11:15 p.m.
News Service ..... UP
Representative ..... Clark, Moore-Lund
Membership ..... NARTB, BAB
President ..... Harry R. Spence
Sta., Gen. Mgr. ..... Fred G. Goddard
Program Director ..... Phillip M. Wacker
Chief Engineer ..... Philip True

KPUG

BELLINGHAM—1948—MBS-KBS DON LEE

Frequency: 1170 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... KPUG, Inc.
Business Address ..... P. O. Box 655
Telephone 6200
News Service ..... UP
Representative ..... Clark
President ..... Jessica L. Longston
Station Mgr. ..... James Hamstreet
Comm. Mgr. ..... Alex DeSchweinitz
Prom. Mgr. ..... Dick Rapp
Program Dir. ..... Jeanne Smith
Chief Engineer ..... Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... KVOS, Inc.
Bus.-Studio Address ..... 1321 Commercial St.
Phone Number 790
News Service ..... UP
Representative ..... Forjoe, Feltis
Membership ..... NARTB, BAB
President ..... Rogan Jones

Gen., Sta. Mgr. ..... Jack Clarke
Sales Prom. Mgr. ..... Mel McKee
Publicity Director ..... Dave Mintz
Chief Engineer ..... Ernest Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Bremerton Broadcast Co.
Address ..... Box 1803
Phone Number 7-3995
News Service ..... AP
Transcription Service ..... Standard
Membership ..... BAB
Owner & Pres. ..... Bruce Bartley
Gen., Sta. Mgr. ..... Loren B. Stone
Commercial Mgr. ..... Gil Jacobsen
Program Director ..... Al Stewart
Chief Engineer ..... Bill Dore

KGIB

BREMERTON—1950

Frequency: 1540 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Kitsap G.I. Bcstrs., Inc.
Address ..... 124 N. Callow St.
Phone Number 7-3757

KELA

CENTRALIA-CHEHALIS—1937-MBS KEYSTONE-DON LEE

Frequency: 1470 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Central Bcstg. Corp.
Business Address .... P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers ..... Centralia 6-3321, Chehalis 8-3321
News Service ..... UP
Representative ..... Clark, Moore-Lund
Membership ..... NARTB, BAB
President ..... J. Elroy McCaw
Sec.-Treas. ..... Mabel A. Gwinn
Gen., Sta., Comm. Mgr. ..... Joe Chytil
Program Director ..... Joe Clement
Publicity Dir. ..... Robert Cleland
Chief Engineer ..... Lloyd Hannah

KCLX

COLFAX—1950—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Whitman County Bdcstrs.
Address ..... Box 710
Phone Number 780
News Service ..... AP
Membership ..... NARTB
General Manager ..... E. Pournelle
Program Director ..... Ruth Pournelle
Chief Engineer ..... David Dodd

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Central Washington Bcstrs.
Bus. Add. Trans. Loc. ..... Box 600
Phone Number 2-1488
Air Time ..... 6:30 a.m.-10:30 p.m.
News Service ..... UP
Transcription Service ..... Associated Program
Representative ..... McGillvra
Membership ..... BAB
President ..... Goodwin Chase, Jr.
Gen., Sta. Manager ..... Joe Kendall
Program Director ..... Wm. Chase
Publicity Dir. ..... Ron Forsell
Chief Engineer ..... Wm. Hanning

KULE

EPHRATA—1949

Frequency: 730 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ... Columbia Basin Bcstg. Co.
Phone Number 730
President ..... Robert E. Billingsley
General Manager ..... Bob Moore
Commercial Mgr. ..... Bob Osland
Chief Engineer ..... Bill McCoy

KRKO

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... The Everett Bcstg. Co., Inc.
Address ..... P. O. Box 916
Phone Number ..... Cedar 1144
Air Time ..... 6 a.m.-M.
News Service ..... AP
Transcription Service ..... SESAC
Representative .... Joseph Hershey McGillvra
Membership ..... NARTB, BAB
Pres., Gen., Sta. Mgr. ..... William R. Taft
Sales Manager ..... Warren Johnson
Traffic Dir. ..... Nancy Spaeth
Chief Engineer ..... Dave Foley

KFDR

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Columbia River Bcstrs., Inc.
Address ..... Box 395
Phone Number 140
Air Time ..... 15 Hrs.
News Service ..... UP
Representative ..... Moore & Lund
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... J. W. England
Program Dir. ..... Robert Anderson
Chief Engineer ..... John Louden

KLOG

KELSO—1949

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ... N.W. Public Services, Inc.
Address ..... P. O. Box 90
News Service ..... UP
President ..... Roscoe A. Day, Jr.
General Manager ..... John Carlson
Program Director ..... Lowell Gibson
Chief Engineer ..... Bill Vance

KWIE

KENNEWICK—1949

Frequency: 610 ..... Power: 1000 Watts
Owned-Oper. By ..... KWIE, Inc.
Address ..... 11 S. Cascade St.
Phone Number ..... KE 6961
Air Time ..... 6 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Associated
Representative .... Moore-Lund, Robert Meeker
Membership ..... NARTB
Pres., Sta. Mgr. ..... Harold A. Clark
Comm. Mgr., Chief Eng. ..... C. J. McCredie
Program Director ..... Marvin E. Johnston

KRKL

KIRKLAND—1948

Frequency: 1050 Kc. .... Power: 250 Watts d.
Owned-Oper. By ..... Eastside Bdcstg. Co.
Address Trans. Loca. ..... Civic Center
Phone Number ..... KI 22-1201
Transcription Service ..... Capitol
Presidents .. L. N. Ostrander, W. A. Chamness
General Manager ..... G. A. Wilson
Program Director ..... Rosanne Coyle Lomen
Chief Engineer ..... R. H. Waldron

KWLK

LONGVIEW—1938—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Twin City Bcstg. Corp.
Bus.-Studio Add. . Natl. Bank of Commerce Bldg.
Phone Number 1500
Air Time ..... Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... W. S. Grant, Moore-Lund
Membership ..... NARTB, BAB
President, Gen. Mgr. ..... C. O. Chatterton
Station Mgr. ..... Bob L. Moran
Program Director ..... Ellen Hammond
Chief Engineer ..... Ralph Brown

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KSEM, Inc.
Address ..... Box 276
Phone Number 234
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Langworth
Representative ..... Moore-Lund, Donald Cooke
Membership ..... NARTB, BAB
President ..... Jessica Longsien
Gen. Mgr. ..... Robert Pollack
Station Mgr. ..... Alan Miller
Program Director ..... Roland Hooper
Chief Engineer ..... Earl Baynes

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. ..... Power: 500 Watts
Owned-Operated By ..... Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. .. P. O. Box 240
Phone Number 8955
Air Time ..... 6 a.m.-10 p.m.
News Service ..... UP
Representative ..... Moore-Lund, McGillvra
Membership ..... NARTB, BAB
Gen., Sta. Mgr. ..... Leo H. Beckley
Commercial Mgr. ..... Don Usher
Program Director ..... Tom Haveman
Chief Engineer ..... John Price

KGY

OLYMPIA—1922—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Tom Olsen
Address Trans. Loca. .. Rockway Leland Bldg.
Phone Number 6636
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... World, SESAC
Representative ..... George Clark, Art Moore
Membership ..... BAB
General Manager ..... Tom Olsen
Commercial Mgr. ..... Elmer J. Holmberg
Program Director ..... Don Jones
Chief Engineer ..... Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... KOMW, Inc.
Business-Studio Address ..... Box 151
Air Time ..... Daytime
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... NARTB
President ..... R. L. McNett
General Manager ..... Dean Nichols
Commercial Manager ..... Grover D. Allen
Program Director ..... Mary Jane Robbins
Chief Engineer ..... Leonard Fleisher

KPKW

PASCO—1945—ABC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Western Radio Corp.
Address ..... Chase & "A" Sts.
Phone Number 3337
Air Time ..... 6 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Capitol
Pres., Gen. Mgr. ..... V. B. Kennworthy
Sta., Comm. Mgr. ..... W. J. Hunt
Program Director ..... Walter Mott
Chief Engineer ..... Robert Rockne

KONP
PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First
Phone Number 4200
Air Time .....6:45 a.m.-10.:30 p.m.
News Service .....UP
Transcription Service .....World
Representative .....John Keating
Pres., General Mgr.....C. N. Webster
Station Manager .....Keith Patterson
Chief Engineer.....Frederick Fields

KOFE
PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....P. O. Box 356
Phone Number 1-5251
News Service .....UP
Membership .....BAB
Transcription Service .....Lang-Worth
Gen., Sta. Mgr.....J. Ronald Bayton
Commercial Mgr.....John R. Puckett
Prom. Mgr., Chief Eng.....B. J. Bayton

KPUY
PUYALLUP—1951—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Puyallup Valley Bcstg. Co.
Address.....1510 Linden Drive
Phone Number 5-7711
News Service .....UP
Transcription Service .....Associated
Gen., Comm. Mgr.....Merrill E. Mael
Program Director.....Pete Hansen
Chief Engineer.....George Yeager

KAPA
RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.
Address .....P. O. Box 626
Phone Number 1010
Air Time.....6 a.m.-12 M.
News Service .....AP
Station Representative.....Clark, Moore-Lund
Membership .....NARTB, BAB
President .....Joe Chytil
Gen., Sta. Mgr.....Hugh MacPherson
Program Director.....Stan Witter
Chief Engineer.....Robert McNamara

KLAN
RENTON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....N. 7th & Park Ave.
Phone Number .....Renton 5-3424
Air Time.....Full Time (Ex. Sunday)
News Service .....UP
Transcription Service.....Cole, World
Representative .....Forjoe
President, Manager.....Ralph Sander
Station Manager.....Clifford H. Hansen
Program Director.....George Edgar
Chief Engr.....F. C. Cook

KALE
RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Phone Number.....RI 4-3180
Representative .....George Clark
Transcription Service .....Lang-Worth
Membership .....NARTB, BAB
News Service .....UP
President.....R. S. McCaw
Gen., Sta. Mgr.....L. G. Dix
Prog. Dir., Chief Eng.....Joseph Muench

KAYO
SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, BAB
President.....Jessica L. Longston
Gen., Sta. Mgr.....R. E. Pollock
Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins
Chief Engineer.....Verle Jones

KING
SEATTLE—1946—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Phone Number.....Mutual 3555
Representative .....Blair
News Service .....UP
Membership .....NARTB, BAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Mgr.....Roger D. Rice
Program Director.....Earl F. Reilly, Jr.
Publicity Director.....Mel Anderson
Chief Engineer.....Arthur A. Shultz

KIRO
SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Phone Number.....Alder 9800
News Service .....UP
Transcription Service .....Thesaurus
Membership .....BAB
President .....Saul Haas
Comm. Manager.....William F. Tucker
Program Director.....Carroll Foster
Chief Engineer.....James Hatfield

KJR

SEATTLE—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Mt. Rainier Radio & Television Bcstg. Corp.
Business-Studio Address.....Skinner Bldg.
Phone Number .....Elliot 5890
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
President.....C. Howard Lane
Chairman of Board.....Theodore R. Gamble
Gen., Prom. Mgr.....Mait Jordan
Pgm. Director.....Homer Pope
Chief Engineer.....Don M. Anderson

KOL

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Phone Number.....MA. 2312
Air Time.....6 a.m.-M.
News Service.....UP, INS
Transcription Service .....World
Representative .....Bolling
Membership .....BAB, NARTB
President .....Archie Taft
Sta., Gen. Mgr.....Archie Taft, Jr.
Comm., Prom. Mgr.....Gil Bond
Program Director.....Robert Harris
Chief Engineer.....Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Air Time.....18 hrs.
News Service .....UP
Transcription Serv. ..Associated, Lang-Worth
Representative .....Hollingbery
Membership .....NARTB, BAB
President, General Mgr.....O. W. Fisher
V.P., Gen. Mgr.....W. W. Warren
V.P., Com. Manager.....Ray Baker
Publicity Director.....Margaret Frey
Program Manager.....F. J. Patterson
Chief Engineer.....F. J. Brott

KTW

SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian Church of Seattle, Wash.
Phone Number.....Mutual 1250
President.....W. T. Whitney
Station Manager.....Don Bevilacqua
Chief Engineer.....James S. Ross
Program Dir.....A. G. Atworth, Jr.
Chief Engineer.....James S. Ross

KVI

SEATTLE—1928—MBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....H-R Reps.
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Vernice Irwin
Chief Owner.....Laura M. Doernbecher
Commercial Mgr.....Earl T. Irwin
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Phone Number.....ALder 8600
Air Time.....5 a.m.-Local Sunset
News Service .....AP
Membership .....NARTB, BAB
President.....Wesley I. Dumm
General Manager.....Hugh A. Smith
Commercial Mgr.....John W. Mowbray
Chief Engineer.....John Dubuque

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bankers Life and Casualty
Bus.-Stud. Add...4444 Lawrence Ave., Chicago
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Clark
President.....John MacArthur
General Manager.....Kenneth Yeend
Program Director.....Rod Klise
Chief Engineer.....B. B. Boardman

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAdison 5131
Air Time.....19 hrs.
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Richard O. Dunning
Station Manager.....Chas. E. Lohnes
Program Director.....R. H. Godon
Chief Engineer.....A. G. Sparling

KNEW

SPOKANE—1947—MBS—DON LEE

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.
Bus.-Studio Address.....Sprague at Wall
Phone Number .....Riverside 8035
Representative .....Weed
Transcription Service .....Capital
Membership .....NARTB
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell
Program Director .....Paul Crain
Chief Engineer.....Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. .....Power: 1000 Watts
Owned-Operated By.....Louis Wasmer
Address.....South 4103 Regal
Phone Number.....Keystone 0466
Transmitter Location.....4101 S. Regal St.
News Service .....AP
Transcription Service .....Associated
Representative .....Bolling
Pres., Gen., Sta. Mgr.....Louis Wasmer
Manager.....Robert H. Temple
Program Director.....E. A. Moseley
Chief Engineer.....William Patterson

KSPO

SPOKANE—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Williams and Berthoff
Address, Trans. Loca.....Realty Bldg.
Phone Number.....Riverside 8033
News Service .....UP
Co-Owner .....Delbert Berthoff
Co-Owner .....Gene Williams
Chief Engineer .....E. P. Antosyn

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Address.....West 315 Sprague
Phone Number.....MAin 1218
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....MacGregor, SESAC
Representative.....Walker, PNB, Moore-Lund
Pres., Gen. Mgr.....E. B. Craney
Sta., Comm. Mgr.....George Morgan
Program Director.....Gene Roth
Chief Engineer.....George Langford

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....Outlook Road
Phone Number 7-2277
News Service .....AP
Representative .....Forjoe
Membership .....NARTB, BAB
President.....Cole E. Wylie
General Manager.....Don G. Bennett
Program Director.....Jean Runyan
Chief Engineer.....John Berg

KMO

TACOMA—1926

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMO, Inc.
Bus.-Studio Address.....P. O. Box 1651
Phone Number.....FU 1581
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service....Thesaurus, Standard
Representative .....Branham
Membership .....NARTB, BAB
President.....Carl E. Haymond
V.P., Gen., Sta. Mgr.....Jerry Geehan
Comm. Mgr.....Raymond T. McKenzie
Prom., Pub. Dir.....Eugene W. Dryden
Program Dir.....Richard D. Weeks
Chief Engineer.....John Boor

KTAC

TACOMA—1942

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....18 hrs.
News Service .....UP
Transcription Service .....World
Representative .....McGillvra, Moore
Membership .....NARTB
President.....Harold J. Quilliam
Station Manager.....T. R. Knightlinger
Commercial Manager.....Don Hopkins
Chief Engineer.....R. C. Velo

KTNT

TACOMA—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Phone .....FU 2561
Transcription Service .....Associated
News Service.....AP, UP
Representative .....Weed
General Manager.....Len Higgins
Commercial Mgr.....John Upham
Program Director.....Gless Connay
Chief Engineer.....Max H. Bice

KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address.....707½ Main St.
Phone .....TW 7323
Air Time.....6 a.m.-M.
News Service .....UP

Transcription Service .....World
Representative .....Bolling
Membership .....BAB
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Comm. Mgr.....Walter P. Rossman
Sales Prom. Mgr.....Al Bauer
Prog., Pub. Dir.....George W. Conner
Chief Engineer.....Leo Erickson

KTEL

WALLA WALLA—1946—ABC

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By ....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Phone Number 4103
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Grant, Keating
Pres., Gen. Mgr.....Jack Keating
Commercial Manager.....Don Harris
Chief Engineer.....Bevin Roth

KUJ

WALLA WALLA—1928—MBS
DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number 1230
Air Time.....Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative...Weed, National, Moore-Lund
Membership .....NARTB, BAB
Pres., Gen. Mgr.....H. E. Studebaker
Sta. Comm. Mgr.....Don Wike
Program Director.....John Sherman
Chief Engineer.....M. L. MacLafferty

KPQ

WENATCHEE—1929—ABC

Frequency: 560 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone Number 2757
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....BAB
President .....Rogan Jones
Sta., Gen. Mgr.....James W. Wallace
Prom., Comm. Mgr. .....Pat O'Halloran
Program Director.....Emerson Elder
Publicity Director.....Laura Murphey
Chief Engineer.....George Frese

KWNW

WENATCHEE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address .....P. O. Box 1510
Phone Number 2468-2469
Air Time .....6 a.m.-12 M.
Representative.....McGillvra, Moore & Lund
General Mgr.....Stuart S. Maus
Sta., Comm. Mgr.....Mark A. Sorley
Chief Engineer.....Warren Brown

KIMA

YAKIMA—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By .....Cascade Bdcstg. Co.
Address.....P. O. Box 702
Phone Number 6104
News Service .....AP
Transcription Service.....Langworth, SESAC
Representative.....Weed & Co.
Membership .....NARTB, BAB
President.....A. W. Talbot
General Manager.....R. Lee Black
Station Manager.....Frank G. Mitchell
Commercial Mgr.....W. B. Hansen
Chief Engineer.....J. Barry Watkinson

KIT

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....KIT, Inc.
Business-Studio Address..414 E. Yakima Ave.
Phone Number 8115
Air Time .....6 a.m.-12 M.
News Service .....UP
Representative .....Branham
Membership .....BAB
President .....Carl E. Haymond
Gen., Sta. Mgr.....James A. Murphy
Com., Prom. Mgr.....Jack H. Goetz
Chief Engineer.....H. B. Murphy

KYAK

YAKIMA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Phone Number 2-7143
Transcription .....World
News Service .....UP
Membership .....NARTB, BAB
President.....Robert S. McCaw
Station Manager.....W. W. Boone
Commercial Manager.....Leroy T. Desilet
Program Director.....Gerald Webb
Chief Engineer.....Donald E. Gardner

WEST VIRGINIA

Pop. Feb. 1, 1954 (Est.) 2,086,000 — Families 502,000
Radio Homes 461,000 — TV Homes 233,500 — Stations in State 41

WJLS
BECKLEY—1939—CBS

Frequency: 560 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Phone Number 7311
Air Time .....Unlimited
News Service .....UP
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr.....Joe L. Smith, Jr.
Station Manager.....Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir.....W. R. Barrett
Program Director.....R. R. Brown
Chief Engineer.....Al J. Ginkel

WWNR
BECKLEY—1946—MBS

Frequency: 620 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number 9309
Air Time.....Full Time
News Service .....AP
Representative .....Everett-McKinney
President.....N. Joe Rahall
General Manager.....R. H. Booth
Chief Engineer.....Robert Ramsey

WHIS
BLUEFIELD—1928—NBC-KBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address....623 Commerce St.
Phone Number 7114
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative .....Katz
Vice President.....Hugh I. Shott, Jr.
Gen. Mgr., Chief Eng.....P. T. Flanagan
Program Director.....William Hostetter

WKOY
BLUEFIELD—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone Number 7405
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Devney & Co.
Pres., Gen., Sta. Mgr.....J. Lindsley Alley
Program Director.....Emma Sue Phelps
Chief Engineer .....Roy Yost

WCAW
CHARLESTON—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address....16th St. at McCarkle Ave.
Phone Number 2-7503
Transcription Service .....Lang-Worth
Representative .....McGillvra
Pres., Gen. Mgr.....Garland F. Wilkinson
Commercial Manager.....James H. Tomblin
Program Director.....Al Walker
Chief Engineer.....William Stone

WCHS
CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St. E.
Phone Number 28-131
Air Time.....Full Time
News Service.....AP, UP
Representative .....Branham
Membership .....NARTB, BAB
President.....Lewis C. Tierney
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Mgr.....John L. Sinclair, Jr.
Prom., Pub. Dir.....Frank E. Shaffer
Program Director.....Morton S. Cohn
Chief Engineer .....William E. Dixon

WGKV
CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....The Kanawha Valley Bdcstg. Co.
Address .....Box 953
Phone Number 3-7541
Air Time.....Full Time
News Service .....AP
Transcription Service .....SESAC
Representative ....Robert Meeker Assos., Inc.
Pres., Gen. Mgr.....R. M. Venable
Program Director.....Joe Farris
Publicity Director.....Bill Richards
Chief Engineer.....Harry R. Bowen

WKNA
CHARLESTON—1946

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804½ Kanawha Blvd.
Phone Number 39-971
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Representative .....Weed
President.....Joe L. Smith, Jr.
Station Manager.....C. P. Vogel, Jr.
Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number 23-136
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB
President .....Gus Zaharis
Gen., Sta. Mgr.....Berton Sonis
Comm. Mgr.....Mel S. Burka
Program Director.....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Address.....444½ W. Pike St.
Phone Number 4-7571
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....BAB, NARTB
President .....Austin Wood
General Manager.....George H. Clinton
Station Manager.....Carl Loose
Program Manager.....James L. Harper
Chief Engineer.....Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-KBS ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Mountain State Bcstg. Co.
Address Trans. Loca. .....Radio Plaza
Phone Number 4-5525-6
News Service .....UP
Representative .....McGillvra
Membership .....NARTB
Pres., Gen., Mgr.....Glacus G. Merrill
Commercial Manager.....F. T. Gregg
Program Director.....Joe McQuay
Publicity Dir.....Robert Edge
Chief Engineer.....Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number 4-6425
News Service .....AP
Transcription Service .....World
President.....O. L. Billingsley
Gen., Sta. Mgr.....R. C. Warden
Comm., Sales Prom. Mgr.....Joe M. Larosa
Prog., Pub. Dir.....Dewitt Wyatt
Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....W. Va. Radio Corp.
Address.....P. O. Box 967, Elkins
Phone Number 1300
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
President.....Mrs. A. J. R. Greer
Sta., Comm. Mgr.....Edward F. Libby
Program Director.....Richard Rhodes

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Bdcstg. Co.
Address .....208 Adams Street
Phone Number 3100
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....H-R Reps
Membership .....NARTB, BAB
President.....Herbert Evans
Station Manager.....A. G. Ferrise
Program Director.....Francis Lauzau
Chief Engineer.....Harry W. Jackson

WVVW

FAIRMONT—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Bus.-Studio Address.....108 Gaston Ave.
Phone Number 5000
Air Time.....6:45 a.m.-1:15 a.m.
News Service.....AP, INS
Transcription Service .....Standard
President.....J. Patrick Beacom
General Manager.....Robert Drummond
Comm., Prom. Mgr.....J. F. Watkins
Program Director.....Richard Frazier
Chief Engineer.....Richard McBride

WHTN

HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone Number 3-3453
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....A. B. Hyman
General Manager.....John S. Phillips
Program Director.....George Hutchinson
Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.

Business-Studio Address.....1105 Fourth Ave.
Phone Number 3-3421
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB
President.....E. A. Marshall
Gen., Sta. Mgr.....F. J. Evans
Program Director.....Naseeb Tweel
Sales Prom. Mgr.....Charles Oppenheimer
Chief Engineer.....Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC-KBS

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Phone Number 38-401
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, BAB
President.....Col. J. H. Long
General Manager.....Lawrence H. Rogers
Station Manager.....C. T. Garten
Prom., Pub. Dir.....Charles Dinkins
Program Director.....C. Bosworth Johnson
Chief Engineer.....Leroy Kilpatrick

WKYR

KEYSER—1952

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Potomac State Bcstg. Co., Inc.
Address .....Radio Plaza
Representative .....McGillvra
President.....Glacus G. Merrill

WLOG

LOGAN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Phone Number 540
Transcription Service .....World
News Service .....UP
Partner.....Clarence H. Frey
Partner.....Robert O. Greever

WVOW

LOGAN—1951—KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Logan Bcstg. Corp.
Address.....Consolidated Bus Terminal Bldg.
Phone 2356
Transcription Service .....Lang-Worth
News Service .....UP
Representative .....McGillvra
President.....C. M. Browning
Gen., Comm. Mgr.....H. V. Diefenbach
Program Director.....Audie Albright
Promotion Manager.....Lila Abrahams
Chief Engineer.....Lew J. Frye

WEPM

MARTINSBURG—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
Phone Number 5252
Air Time.....17 hrs.
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
Gen., Sta. Mgr.....C. Leslie Golliday
Program Director.....Eunice J. Schneider
Sales Prom. Mgr.....C. Rodig
Chief Engineer.....Clinton Lewis

WHJC

MATEWAN—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Three State Bcstg. Co.
Phone Number.....MC 4771
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Standard
Membership .....NARTB
President .....Fred Morningstar
General Manager.....Fred Staples
Chief Engineer.....Leonard Dykema

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....1028 1st Ave.
Phone Number.....HE 2-2191
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....Arnold M. Vickers
Station Manager.....Andrew W. Vickers
Chief Engineer.....J. C. Craver

WAJR

MORGANTOWN—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number 9488
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President .....Agnes J. Reeves Greer
General Manager.....John W. Johns
Comm., Prom. Mgr.....George J. Shean
Publicity Director.....Jack Fleming
Chief Engineer.....Al Novak

WMOD

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Radio Moundsville
Address .....P. O. Box 308
Phone Number 1730
News Service .....UP
President.....Robert W. Munn
Gen., Prom. Manager.....John T. Taylor
Program Dir.....George W. Wright
Chief Engineer.....J. W. Jones

WETZ

NEW MARINSVILLE—1953—ABC

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Magnolia Broadcasting Co.
Address.....3rd St. Ext.
Phone Number 1000
Representative .....Gill-Perna
President.....J. Patrick Beacom
General Manager.....Owen Deitz, Jr.
Comm., Prom. Mgr.....Nelson Parks
Chief Engineer.....Eugene Vinson

WOAY

OAK HILL—1947

Frequency: 860 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number 651
News Service .....AP
Transcription Service.....Capital, Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....Curtis Horton

WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Parkersburg Bdcstg. Co.
Address.....317 Ninth St.
Phone Number 7-4491
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Mgr.....A. N. Archer
Chief Engineer.....William Collins

WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address .....211½ 5th St.
Phone Number 7-5475
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, BAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
Program Dir.....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

WWYO

PINEVILLE—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
Phone Number 2711
Air Time.....6 a.m.-Sunset
News Service .....UP
Transcription Service.....Langworth
President.....R. D. Bailey
Sta., Com. Mgr.....Edward Hawley
Program Director.....Al Dougherty
Chief Engineer.....William D. Stone

WLOH

PRINCETON—1947—ABC
W. VA. NET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service
Phone Number 2151
Studio-Trans. Loca.....Lilly Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....E. E. Bailey
Gen., Sta. Mgr.....Melvin F. Barnett
Commercial Manager.....James M. Angel
Chief Engineer.....Earl H. Graham

WRON

RONCEVERTE—1947—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Address .....Franlkin Bldg.
Phone Number 300
News Service .....AP
Transcription Service .....Langworth
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....William E. Blake
Chief Engineer.....Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....Professional Bldg.
Phone Number.....WE 2815
Transcription Service.....Thesaurus
News Service .....AP
Representative .....Rambeau
President.....Thomas E. Millsop
General Manager.....Edward J. Hirschberg
Station Manager.....Robert E. Badger
Program Director.....Marshall Fatkin
Chief Engineer.....James Mark

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....McDowell Service Co.

Address.....10 Riverside Drive
Phone Number.....818
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President.....J. G. Hunt
General Manager.....Paul Wm. Marlowe
Chief Engineer.....Willis Seaman

WELC
WELCH—1950

Frequency: 1150 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Pocahontas Bcstg. Co.
Address .....Box 1032
Phone Number 1150
News Service .....UP
Representative .....McGillvra
Transcription Service .....World
Membership .....NARTB
President .....Sam Sidote
Asst. Sta. Mgr.....John Villani
Chief Engineer.....Howard R. King

WHAW
WESTON—1948—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By .....Lewis Service Corp.
Address.....P. O. Box 431
Phone Number 1555
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke, Inc.

THOSE WHO KNOW FAMOUS BRANDS....

Says WQAN General Manager Cecil Woodland at Scranton, Pa.: "By presenting news programs over WQAN that bear a famous label — **AP** — our sponsor is able to attract an effective audience."

....KNOW THE MOST FAMOUS BRAND IN NEWS IS **AP**

Pres., Gen. Mgr. .....Harold McWhorter
Sta., Comm. Mgr.....George Yazell
Program Director.....Don McWhorter
Chief Engineer.....James McEwen

WHLL
WHEELING—1949

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Wheeling Bcstg. Co.
Address .....Box 989
Phone Number.....Wheeling 6700
News Service .....UP
Transcription Service .....Standard
Pres., Gen. Mgr.....K. H. Forney
Commercial Manager.....Paul Miles
Program Director.....James Smith

WKWK
WHEELING—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Community Bcstg., Inc.
Trans. Add. ..Pythian Bldg. 16th & Market Sts.
Phone Number.....WH 5320
News Service .....UP
Station Representative .....Weed
Pres., Gen. Manager.....John B. Reynolds
Commercial Mgr.....Elsie M. Cook
Program Director.....Irene Goddard
Chief Engineer.....Richard B. Todd

WWVA
WHEELING—1926—CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Address.....Hawley Bldg.
Phone Number.....Wheeling 5383
Air Time.....Full time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NARTB, BAB
President.....George B. Storer
General Manager.....Lee B. Wailes
Station Manager.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH
WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address .....Williamson
Phone Number 1241
Air Time .....Unlimited
News Service .....UP
Membership .....NARTB, BAB
President .....Clarence Lovitch
Gen., Comm. Mgr.....Alice Shein
Program Director.....John T. Blair, Jr.
Chief Engineer.....Robert W. Bullio

WISCONSIN

Pop. Feb. 1, 1954 (Est.) 3,607,000 — Families 1,063,000
Radio Homes 1,037,000 — TV Homes 568,500 — Stations in State 65

WATK

ANTIGO—1948—WISCONSIN

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Business-Studio Address.....936 Superior St.
Phone Number 3-4124
Transcription Service .....Thesaurus
News Service .....UP
President.....Artemas F. Burner
Chief Engineer.....Robert Fowler

WAPL

APPLETON—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Bartell Broadcaster
Address .....Balliet Hotel
Phone Number 4-2609
President.....Gerald A. Bartell
Program Director.....Rex Munger
Chief Engineer.....L. A. Bauernfeind

WHBY

APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone Number 3-6639
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Meeker
Comm., Gen., Sta. Mgr. .....Earl H. Huth
Sales Prom. Mgr.....Earl McRoberts
Program Director.....Greg McElrone
Publicity Director .....Lewis Process
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ..Upper Michigan-Wisconsin Broadcasting System, Inc.
Address.....No. State Bank Bldg.
Phone Number 1680
Air Time.....5:55 a.m.-11:55 p.m
Transcription Service .....Thesaurus
Representative ..... Walker
Membership .....NARTB
President .....William L. Johnson
Station Manager.....Todd Hogan
Publicity Director.....Arnold Peterson
Program Director.....Mary Jean Anne
Chief Engineer .....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Radio Park
Phone Number 4444
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President.....William E. Walker
General Mgr.....Charles R. Dickoff
Comm. Mgr.....W. B. Walker
Chief Engineer.....Alister Alexander

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number .....College 1380
Air Time.....5:30 a.m.-Local Sunset
News Service .....AP
Transcription Service .....Thesaurus
President .....Lloyd Burlingham
General Mgr.....L. O. Fitzgibbons
Assistant Manager.....Warren A. Anderson
Commercial Manager .....Joe Moen
Publicity Director.....Mrs. Christie Thomsen
Chief Engineer.....Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone Number.....College 6024
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....George W. Clark
President.....Sidney H. Bliss
General Manager.....Robert J. Bodden
Commercial Manager.....Gene Steinhorst
Chief Engineer.....Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number 5111-2
Air Time .....6:30 a.m.-12 M.
News Service .....UP
Representative .....McGillvra
President, General Mgr.....James J. Conroy
Station Manager.....Stan Torgerson
Program Dir.....Dean Osmundson
Chief Engineer.....Don Roering

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add.....2415 So. Hastings
Phone Number 6149
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Hollingbery
Membership .....NARTB, BAB
President.....W. C. Bridges
General Manager.....Harry S. Hyett
Sta., Comm. Mgr.....Robert E. Nelson
Chief Engineer.....T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number 2-1629
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, Standard
President.....Thomas K. Werner
General Manager.....Jack Kelly
Commercial Manager.....Richard Werner
Chief Engineer.....Wm. Hill

KFIZ

FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone Number 356
Air Time .....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Phone Number.....Hemlock 2-3331
News Service .....AP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson
Program Director.....Rodger Mueller
Chief Engineer.....Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Phone Number.....HE 5-5331
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Ben A. Laird
Sta. Mgr., Prog. Dir.....Don Arthur
Commercial Manager...Robert A. Vandersteen
Chief Engineer.....Leo Westerman

WJPG

GREEN BAY—1947—WISCONSIN

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watte n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....P. O. Box 620
Phone Number .....Hemlock 5-7575
Air Time.....6 a.m.-12 M.
Newspaper Affiliation .....“Press-Gazette”
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....McGillvra
Membership .....NARTB
President.....V. I. Minahan
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Dir.....Jack Stelling
Publicity Director.....John B. Torinus
Chief Engineer.....Elmo Reed

WTKM

HARTFORD—1951

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address.....R R No. 1
Phone Number 61
Transcription Service .....SESAC
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....Walter Zastrow
Sta., Prom., Pub. Dir.....Don Zastrow
Program Director.....Redd Hall
Chief Engineer.....Herbert Jordan

WCLO

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number 3316
Air Time .....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Newspaper Affiliation.....“Daily Gazette”
Representative.....George W. Clark, Inc.
Membership .....NARTB, BAB
President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder
Chief Engineer.....Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....William L. Lipman
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number 6162
Air Time .....Sunrise-Sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....BAB, NARTB
General Manager .....William L. Lipman
Station Manager.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinski

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number 2-4678
Air Time.....6 a.m.-M.
News Serivce .....AP
Transcription Service .....World
Representative .....Paul H. Raymer Co.
Membership .....NARTB, BAB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number 2-6042
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NARTB
V. P., Gen. Mgr.....Verl Bratton
Prom., Prog. Dir.....John Bondeson
Chief Engineer.....George W. Egli

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number 4-4521
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....McGillvra
President.....James J. Conroy
Station Manager.....Milo G. Knutson
Comm. Mgr.....Roy E. Nicholson
Publicity Director.....Catherine Guillaume
Program Dir.....Rosemary Castor
Chief Engineer.....William Bruring

WLDY

LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Phone Number 584
Air Time .....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....Thomas Clark
Membership .....NARTB, BAB
President.....O. J. Falge
Gen., Sta., Comm. Mgr.....A. T. Shields
Pub. Dir.....Corinne Kopp
Program Dir.....Joseph Dahlvig
Chief Engineer.....Jeff Evans

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number 3-5311
Transmitter Location .....Fitchburg
News Service .....AP
Transcription Service .....Thesaurus
News. Affil.....“Capital Times,” “Wisc. State Journal”
Representative .....Avery-Knodel
Membership .....NARTB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Chief Engineer.....Norman Hahn

WISC

MADISON—1948—MBS-ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
Phone Number 7-2588
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Promotion Mgr.....Richard S. Nickeson
Program Director.....Beverly White
Publicity Director.....Lee Wesner
Chief Engineer .....W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone Number 7-2261
Air Time.....Full Time
News Service .....UP
Transcription Service .....Langworth
Representative .....Headley Reed
President .....Stewart Watson

General Manager.....Michael Henry
Program Director.....Lu Baitinger
Chief Engineer.....Bob Wickhem

WOMT

MANITOWOC—1926—MBS-WISC.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number 5015
Air Time.....Full Time
News Service .....UP
Transcription Service .....World
Representative .....Holman
Membership .....NARTB
President, Gen. Mgr.....Francis M. Kadow
Program Director.....George H. Erdman
Promotion Mgr.....L. J. Splitt
Chief Engineer.....Hubert Willis

WWOC

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By....Manitowoc Bcstg. Co.
Address .....Box 101
Phone 7763
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Ptnr., Gen. Mgr.....Edward Allen, Jr.
Ptnr., Chief Engineer.....Edward Jacker

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number 2-6631
Air Time .....Unlimited
News Service .....UP
Representative.....George W. Clark
Membership .....BAB
President.....William E. Walker
General Manager.....Joseph D. Mackin
Commercial Manager.....Howard L. Emich
Sales Prom. Mgr.....Ed Maxwell
Program Director.....Pat Kehoe
Chief Engineer.....Al Alexander

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. .....1710 N. Central Ave.
Phone Number 1450
Air Time .....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, BAB
President .....Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. ..Robert W. Behling
Comm. Mgr.....Roger Thomsen
Sales Prom. Mgr.....Ron Smith
Program Director.....Howard Sturtz, Jr.
Chief Engineer .....Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Murphy-Nelson Bcstg. Co., Inc.
Business-Studio Address.....Box 59
Phone Number 5147
News Service .....UP
Representative .....Continental
Pres., Gen. Mgr.....Charles H. Nelson
Program Director.....Richard Johnson
Chief Engineer.....Ray Bohnert

WMNE

MENOMONIE—1951—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address .....603½ Broadway
Phone Number 1156
Transcription Service .....Lang-Worth
News Service .....UP
General Manager.....Dr. Wendell Hansen
Sta., Comm. Mgr.....Douglas Weikley
Chief Engineer.....Everette Lindgren

WCAN

MILWAUKEE—1948—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midwest Bcstg. Co.
Business-Studio Address.....808 N. Third St.
Phone Number.....Broadway 6-2154
Air Time.....18 hrs.
News Service .....UP
Representative .....Rosenman
President .....Lou Poller
Gen., Sta. Mgr.....Burton L. Levine
Chief Engineer.....Wally Wesley

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....710 N. Plankinton Ave.
Phone Number.....Broadway 1-7722
News Service .....UP
Representatve .....Headley Reed
Membership .....NARTB, BAB
President.....A. M. Spheeris
General Manager.....Hugh K. Boice, Jr.
Commercial Manager.....John C. Gagliano
Publicity Director.....Lou Riepenhoff
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX

MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By....Wisconsin Bcstg. System, Inc.

Address.....208 E. Wisconsin Ave.
Phone Number .....Broadway 2-1272
News Service .....AP
Representative.....George Clark, Inc.
Pres., Gen. Mgr.....Charles J. Lanphier
Publicity Director.....Jim Wallace
Program Director.....Charles La Force
Chief Engineer.....George Dodge

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address .....540 N. Plankinton Ave.
Phone Number .....Division 2-3000
Air Time.....6 a.m.-12 M.
Transcription Service .....World
Representative .....The Katz Agency
Membership .....NARTB
General Manager.....Harry D. Peck
Comm. Mgr.....R. E. Shireman
Sales Prom. Mgr.....J. D. Hill
Program Director.....Leslie F. Biebl
Chief Engineer .....Donald A. Weller

WMIL

MILWAUKEE—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone Number.....West 3-1290
Air Time.....Day Time
News Service .....UP
Transcription Service.....SESAC, Cole
Membership .....NARTB, BAB
President .....Gene Posner
Gen. Mgr.....Jerome Sill
Program Director.....Arthur H. Vogel
Chief Engineer.....Gino Monaco

WOKY

MILWAUKEE—1950

Frequency: 920 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Bartell Bdcsters, Inc.
Bus.-Studio Address..704 W. Wisconsin Ave.
Phone Number.....Broadway 1-8480
President.....Gerald A. Bartell
Chief Engineer.....Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....720 E. Capitol Dr.
Phone Number.....Broadway 1-6000
Air Time.....19½ hrs.
News Service .....AP
Representative .....Christal
V.P., General Mgr.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Manager.....George Comte
Research & Devel. Co-ordinator..L. W. Herzog
Sales Manager.....Neale V. Bakke
Mgr., Engineering.....Philip B. Laeser
Mgr., Pub. Serv. & Prom.....Bruce Wallace
Chief Engineer.....William Hebal

WEKZ

MONROE—1951

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By..Green County Bcstg. Co.
Phone Number 1260
News Service .....AP
President .....Kenneth Stuart
Gen., Sta. Mgr.....Grant A. Ritter
Program Director.....Stan Neuberger
Chief Engineer.....Rex Eyler

WNAM

NEENAH—MENASHA—1947

Frequency: 1280 Kc.....Power: 1,000 Watts
Owner.....Neenah-Menasha Bcstg. Co.
Bus.-Studio Address....Radio-Television Park
Phone Number 2-6471
Air Time.....6 a.m.-12 M.
News Service .....UP
V. P., General Manager.....Don C. Wirth
Station Manager.....W. C. Porson
Chief Engineer.....Harry Hill

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Transmitter Location.....1235 Bowen St.
Phone Number..... .....Stanley 4580
Transcription Service .....Capitol
Representative .....Pearson
Pres., Pgm. Dir.....Wm. F. H. Johns, Jr.
General Manager.....Robert J. Flynn
Chief Engineer.....Don Zuehike

WPFP

PARK FALLS—1953—KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....M & N Bcstg. Co., Inc.
Phone Number 262
Pres., Gen. Mgr.....Chas. H. Nelson
Station Manager.....Albert J. Michela
Program Manager.....Paul Olson
Chief Engineer.....Raymond Bohnert

WPDR

PORTAGE—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Phone 1200
Transcription Service.....Thesaurus
President.....W. T. Comstock
General Manager.....John Haerle
Commercial Manager.....Berwyn Ableman
Program Director.....Keith Pettack
Chief Engineer.....Garth Bowker

WIBU

POYNETTE—1925—KBS-WISC.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Poynette
Phone Number.....Poynette 98
News Service .....UP
Transcription Service.....Standard, SESAC
Pres., Gen., Sta. Mgr.....William C. Forrest
Program Dir.....Sarah A. Forrest
Chief Engineer.....L. Stanley Sadler

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Operated By.....Prarie Bcstg. Co.
Address .....Box 36
Phone 637
News Service .....UP
General Manager.....W. C. Schlaugat, Jr.
Program Director.....J. W. Hassebrook
Chief Engineer.....Willis Schultz

WRAC

RACINE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address .....Arcade Bldg.
Phone Number 2-1627
News Service .....UP
Representative.....Sears & Ayer
President.....James S. Allen
Sta., Prog. Mgr.....Bob Martin
Commercial Mgr.....Al Gale
Publicity Dir.....Dick Fitzgerald
Chief Engineer.....Ray Doane

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....American Bank Bldg.
Phone Number 4-3311
News Service .....AP
Representative .....Walker
Newspaper Affiliation .....“Journal-Times”
Membership .....NARTB, BAB
President.....J. D. McMurray
General Manager.....Harry R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager .....Gerald D. Nelson
Program Director.....Lyman Merens
Publicity Director.....Amelia French
Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address .....Poynette
News Service .....UP
Transcription Service .....Standard, SESAC
General Manager.....Wallace Morton

WOBT

RHINELANDER—1947—MBS-WISC.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....Highway 8—East
Phone Number 1240
News Service .....UP
Representative .....McGillvra
Transcription Service .....World
President .....James Cleary
Gen. Mgr., Prog. Dir.....Bruce G. Beichl
Commercial Mgr.....Robert Frye
Program Director.....John Wadd
Chief Engineer.....Charles Marvin

WJMC

RICE LAKE—1938—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....Route No. 2
Phone Number 550
News Service .....UP
Transcription Service.....World, SESAC
Representative ...Hollingbery, Bulmer-Johnson
President .....W. C. Bridges
Commercial Manager.....Russell J. Brown
Program Director.....Carl N. Klauss
Chief Engineer .....Robert Kolsky

WRCO

RICHLAND CENTER—1949

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number 20
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
President .....Arthur Overgaard
General Manager.....T. R. Kelly
Chief Engineer.....Pete Athanas

WTCH

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Telephone Number 666
Representative .....Lawson
News Service .....UP
Transcription Service .....Capitol
General Manager.....Mrs. Jeanne Donald
Station Manager.....Ray Gruetzmacher

WHBL

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....P. O. Box 27
Phone Number 4844-5
Air Time .....7 a.m.-11 p.m.
News Service .....AP

Transcription Service .....Associated
President.....C. E. Broughton
General Manager.....Ben F. Hovel
Comm. Mgr.....John Harvey
Program Director.....Glen James
Chief Engineer.....Herbert J. Mayer

WKLJ

SPARTA—1951—KBS-Mid.

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By....Sparta-Tomah Bcstg. Co.
Address.....124 S. Water St.
Phone Number 3307
Transcription Service.....SESAC, Associated
News Service .....UP
Membership .....NARTB
Pres., Gen. Mgr.....Jon F. Lohmer
Program Director.....Orion Samuelson
Chief Engineer.....Warner Stenslund

WSPT

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414½ Main St.
Phone Number 2744
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
President.....W. F. Johns, Sr.
General Manager.....A. L. Mayer
Program Director.....Thomas Lund
Chief Engineer.....R. Tellekson

WDOR

STURGEON BAY—1952

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....15th & Utah
Phone Number.....ST 593
Transcription Service .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager....William O. Warnkey
Program Director.....Dolores Allen
Chief Engineer.....Joseph Genovese

WOKW

STURGEON BAY—1951

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Door County Radio Co.
Address .....Box 538
Phone Number 1050
News Service .....UP
President.....Chandler F. Harris
Gen., Sta. Mgr.....Herbert H. Graefe
Chief Engineer.....G. Robert Egeland

WDSM

SUPERIOR—1939—ABC-MBS

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDSM, Inc.
Business Address.....921 Tower Ave.
Phone Number.....Superior: 4451
News Service .....UP
News. Affil....."Herald & News Tribune"
Representative.....Free & Peters
Membership .....NARTB
President .....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Mgr.....Ralph Nelson
Program Director.....Lew Martin
Chief Engineer.....Melvin Laskey

WTRW

TWO RIVERS—1951—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Phone Number 324
Transcription Service .....Standard
News Service .....UP
President .....Wendell Hansen
General Manager.....Howard Luebke
Commercial Mgr.....Stanley Greene
Chief Engineer.....Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone Number 2215
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Carl V. Kolata
Program Director.....Arnold Kaine
Chief Engineer.....Harold Winkenwerder

WAUX

WAUKESHA—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.
Business-Studio Address.....319 W. Main St.
Phone Number 6636
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Langworth
Representative .....Holman
Membership .....NARTB, BAB
Gen., Sta. Mgr.....Mig Figi
Commercial Manager....Charles E. Williams
Prog. Dir.....Donald Froehlich
Chief Engineer.....Adin Randall

WHVF

WAUSAU—1953

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Address.....1110 Wausau Ave.
Phone Number 2-1188
Pres., Chief Engr.....Hilding V. Foreen
Gen., Prom. Mgr.....R. J. Topinka

WOSA
WAUSAU—1947—MBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....Lake Road, Merrill, Wis.
Phone 1444-5
Representative .....Rambeau
Transcription Service..Capitol, Standard, Cole
News Service.....AP, UP
General Manager.....Alvin O'Konski
Commercial Manager.....Danworth Turner
Program Director.....Jack Larkin
Promotion Manager.....Leon Gabriel
Chief Engineer.....Russell Grambsch

WSAU
WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WSAU, Inc.
Business-Studio Address.....714 Fifth St.
Phone Number 6521
Air Time.....17 hrs.
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Meeker
President.....John R. Tomek
General Manager.....Richard R. Dudley
Sales Prom. Mgr.....James Frey
Program Director.....George Bundner
Chief Engineer.....Roland W. Richardt

WBKV
WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Box 59, Decorah Rd.
Phone Number 1640
Transcription Service .....Thesaurus
News Service .....UP
President.....Carl H. Rhode
Gen. Mgr.....August C. Berkholtz
Commercial Mgr.....Paul J. Mueller
Program Director.....Roy Ambrose
Chief Engineer.....Paul J. Ripple

WFHR
WISCONSIN RAPIDS—1940
MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....141 W. Grand Ave.
Phone Number 1340
Air Time .....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Devney & Son
Membership .....NARTB, BAB
President.....Louise F. Huffman
Gen., Sta., Mgr., Prom. Dir...Geo. T. Frechette
Commercial Manager.....L. J. Zurawski
Prog., Pub. Dir.....James Tighe
Chief Engineer .....Gordon Miller

THOSE WHO KNOW FAMOUS BRANDS . . . .

Says WBEL Manager Joseph E. Moen at Beloit, Wisc.: "As always, a sale's easier to consummate when it's an **AP** news program you offer the prospect. He knows **AP** and believes in its audience appeal."

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Radio Homes 90,000 — TV Homes 7,500 — Stations in State 16

KSPR

CASPER—1930
MBS-INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone Number 3-5777
Air Time.....Full Time
News Service .....UP
Transcription Service.....World, Associated
Representative.....Sears & Ayer
Membership .....NARTB, BAB
Owner, Pres., Mgr.....Donald L. Hathaway
Asst. Station Manager.....Marcus R. Nichols
Chief Engineer.....John Cheatham, Jr.

KVOC

CASPER—1946—ABC

Frequency: 1470 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
Phone Number 2-24512
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....NARTB, BAB
President .....Duane Simons
Gen., Sta. Mgr.....William F. Shutts
Commercial Manager.....I. E. Shahan
Program Director.....Jim Baker

KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address.....2923 East Lincolnway
Phone Number 4-4461
Air Time.....Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, BAB
News. Affil...Wyoming Eagle, Wyoming State Tribune
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....Dave Young
Program Director.....Mae Sunada
Publicity Director.....Margaret O'Brien
Chief Engineer.....R. C. Pfannanschmid

KODI

CODY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....P. O. Box 762
Phone Number 444
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Newspaper Affiliate..... The "Enterprise"
Membership .....NARTB, BAB
President.....William L. Simpson
General Manager.....Chuck Shaw
Station Manager.....C. Owen Allen
Program Director.....Bert Frendrich
Chief Engineer.....Hal Bowen

KVWO

CHEYENNE—1952—MBS
INTERMOUNTAIN

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address .....Box 926
Phone 2-6433
Transcription Service .....Lang-Worth
News Service .....AP
Representative .....Avery-Knodel
President.....Wm. T. Kemp
V.P., Gen. Mgr.....Bill Harrell
Station Manager.....Bert Godfrey
Commercial Mgr.....Ruth Dorr
Sales Prom. Mgr.....Peter Dunne
Program Director.....Eugene Gelhaar
Chief Engineer.....Bud Roberts

KLUK

EVANSTON—1953—MBS-KBS
INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Advertising Enterprises Ltd.
Address.....P. O. Box 198
Phone Number 700
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Owner, Gen. Mgr.....Edwin L. Bullis
Program Director.....Bob Collins
Chief Engineer.....C. W. Brokaw

KOVE

LANDER—1948—KBS—MBS
INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone Number 488
News Service .....UP
News. Affil.....Wyoming State Journal
Representative .....Continental
Owner .....Edward J. Breece
Sta., Gen. Mgr.....Jack L. Breece
Comm., Prom. Mgr.....Dorothy L. Reed
Publicity Director.....Louise York
Chief Engineer.....Gary Fehlauer

KOWB

LARAMIE—1948—ABC
WYO. COWBOY

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....Box 972
Phone Number 4888
Air Time.....Full Time
News Service .....AP
Representative .....McGillvra
President .....F. O. Rice
General Manager.....Carroll Mohr
Chief Engr., Pgm. Dir.....L. O. Smith
Comm., Sales Prom. Mgr.....J. C. Steele

KASL

NEWCASTLE—1953—ABC
WYO. COWBOY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Newcastle Bcstg. Co.
Address .....Newcastle
Phone Number 700
President .....Joe Aimonetto
General Manager.....Floyd L. Sparks
Chief Engineer.....C. E. Warford

KPOW

POWELL—1941
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....A. J. Meyer
Address .....Elder Bldg.
Phone Number 222
Air Time.....Full Time
News Service .....UP
Transcription Service.....Associated, Cole
Representative .....Avery-Knodel
Gen., Sta. Mgr., Chief Engr.....Al Meyer
Program Director.....Agnes Fields

KRAL

RAWLINS—1947—ABC
WYO. COWBOY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Address .....Rawlins
Phone Number 1003
Air Time.....Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
President.....Tracy S. McCraken
Gen., Sta., Comm. Mgr.....Jack C. Vagner
Program Director.....Anita Phisterer
Chief Engineer.....Robert S. Williams

KWRL

RIVERTON—1948—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address.....1314 Charles St., Worland
Phone Number 760
Representative.....Joseph Hershey McGillvra
News Service .....AP
President, Ch. Eng.....Joseph P. Ernst
General Manager.....Mrs. Mildred Ernst
Station Manager.....Mrs. Cleo Berry
Commercial Manager.....Bud Moore
Program Director.....Bob Lee

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN-KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Address .....Box 1067
Phone Number 93
Representative .....Avery-Knodel
News Service .....AP
Transcription Service .....Standard
President.....D. G. Richardson
General Manager.....Dwight Fisher
Commercial Manager.....Laurel Moseby
Program Director.....Imogene Parr
Chief Engineer.....Dave Wood

KWYO

SHERIDAN—1934—MBS
INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number 601
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Jim Carroll
Commercial Mgr.....Don Tannehill
Program Director.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KGOS

TORRINGTON—1950—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joseph P. Ernst
Address .....Box 271
Phone Number 567
News Service .....UP
Representative .....McGillvra
President.....Joseph P. Ernst
Gen., Comm. Mgr.....Alice Grange
Chief Engineer.....Lester R. Rash

KWOR

WORLAND—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Phone Number 733
Representative .....McGillvra
Pres., Prom. Mgr.....Joseph P. Ernst
Gen., Comm. Manager.....Mildred V. Ernst
Program Director.....Karl Kertson
Chief Engineer.....Joe C. Henry

TERRITORIES AND POSSESSIONS

ALASKA

KBYR

ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Aleutian Bcstrs.
Business-Studio Address.....P. O. Box 1960
Phone Number 3-4433

KENI

ANCHORAGE—1939-MBS-ABC-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....Box 879
Phone Number 20301
Air Time.....6:15 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative .....Wellington Fletcher
Membership .....NARTB
President.....Miriam Kinsey
Gen., Sta. Mgr.....Claire O. Banks
Commercial Manager.....William Stewart
Program Director.....Harold Knutson
Publicity Director.....Phyllis Bock
Chief Engineer.....Ralph Walker

KFQD

ANCHORAGE—1924—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Langworth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager.....George Ernst
Commercial Mgr.....Don Kopf
Program Director.....Gerald Mathis
Promotion Mgr.....John Funk

KFAR

FAIRBANKS—1939—MBS-NBC-ABC DON LEE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Box 910
Phone Number 2125
News Services.....AP and UP
Representative .....Fletcher, Wellington
President.....Mrs. Robert Kinsey
General Manager.....Alvin O. Bramstedt
Commercial Manager.....Robert Wells
Program Director.....Richard Greuel
Promotion Manager.....Jay Greuel
Chief Engineer.....Richard Shoup

KFRB

FAIRBANKS—1948—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Langworth
Representative .....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Station Manager.....Jack Hauser
Commercial Mgr.....Henry Whitson
Program Dir.....Dale Haviland
Promotion Mgr.....John Funk
Chief Engineer.....Murray Durham

KINY

JUNEAU—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
Air Time .....Unlimited
News Service .....AP
Transcription Service...Langworth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....Wm. J. Wagner
Program Manager.....Richard Peter
Sta., Comm. Mgr.....James B. Lawson
Chief Engineer.....Gordon Burnett

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....123 Third St.
Phone 508
Transcription Service .....Associated
News Service .....AP
Representative .....Wellington, Fletcher

President .....Austin Cooley
Gen., Sta. Mgr.....Del Day
Publicity Director.....Norma Weeks
Chief Engineer.....Royal O'Reilly

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Frequency: 580 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Aurora Bcstrs., Inc.
Address.....211 Heckman Bldg.
Phone 3124
Transcription Service .....Associated
News Service .....AP
Representative .....Wellington, Fletcher
President.....Austin G. Cooley
General Manager.....Jack D. Ellison
Commercial Manager.....John C. Gunn
Program Director.....Tom Sawyer
Chief Engineer.....Dick Nicholas

KTKN

KETCHIKAN—1935—CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time.....Full Time
Transcription Service...Langworth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Station Manager.....Robert Mehan
Program Director.....Thelma Alden
Chief Engineer.....James Kemp

KIBH

SEWARD—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Langworth
Representative .....Alaska, Scott
Pres., Gen. Mgr.....William J. Wagner
Station Manager.....Joel Buffington
Program Dir.....Allen Hendricks
Promotion Mgr.....John Funk
Chief Engineer.....David Hassinger

KIFW

SITKA—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time.....12N.-12M.
Transcription Service...Langworth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Pres., Gen. Mgr. .....William J. Wagner
Pgm. Dir., Sta. Mgr.....Harry Lanz
Chief Engineer.....DeWayne Sharp

GUAM

KUAM

AGANA—1953—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Guam
Address....Post Office Box 68, Agana, Guam
Air Time.....Full Time
News Service .....AP, UP
Representative .....Young
President.....Harry M. Engel
Program Director.....Richard Station
Publicity Director.....Wallace George
Chief Engineer.....Don Brown

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number 4616
Newspaper Affiliation..Honolulu Star Bulletin
Representative.....Free & Peters
President.....J. Howard Worral
Vice-Pres., Gen. Mgr.....C. R. Evans
Station Manager.....Meg Thompson
Program Director.....Roger H. Coryell
Chief Engineer.....Harold L. Marques

KILA

HILO—1951—MBS

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Bcstg. Co.
Address .....Box 1595
Phone Number 5-4913

Air Time.....3.30 p.m.-12 M.
Representative .....Hollingbery
News Service .....UP
General Manager.....James E. Jaeger
Program Dir.....Mickey Abe
Sales Prom. Mgr.....William Myers
Program Director.....Miss Bey Kodma
Chief Engineer.....Rikio Dol

KIPA

HILO—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....140 Iaili St.
Phone Number 2177
President, Manager.....A. H. Green

KGMB

HONOLULU—1930—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Phone Number 9-2011
Air Time.....Full Time
News Service .....UP
Transcription Service .....Capitol
Newspaper Affiliation .....“Star-Bulletin”
Representative.....Free & Peters
President.....J. Howard Worrall
V.:P., Gen. Mgr.....C. R. Evans
Station Manager.....Melvin B. Wright

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Adam Young, Radio Representative

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CHICAGO 2 — 55 E. WASHINGTON STREET
ANDOVER 3-5448
ST. LOUIS — 6 NO. SEVENTH STREET
MAINE 5020
HOLLYWOOD—ROOM 422, GUARANTY BLDG.
6331 HOLLYWOOD BLVD.
HOLLYWOOD 9-0963

Program Director.....Arthur Hansen
Promotion Mgr.....Faye Johnson
Chief Engineer.....Daniel Hunter

KGU

HONOLULU—1922—NBC

Frequency: 780 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Phone Number 5-2977
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Lorrin P. Thurston
General Mgr.....William O. Paine
Sales Prom. Mgr.....George C. Mansfield
Commercial Dir.....Lee D. Hirshland
Program Director.....Gene Good
Chief Engineer.....M. A. Mulrony

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number 9-5295
News Service .....UP
Trans. Serv.....Capitol, Lang-Worth
Representative .....Grant
President .....R. M. Fitkin
Chief Engr., Sta. Mgr. .....Ira G. Mercer
Commercial Mgr.....Hal Lewis
Natl. Sales Director.....John D. Allison
Program Dir.....Wright Esser
Promotion Mgr.....Buck Buchwach

KIKI

HONOLULU—1951—MBS

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Phone Number 63456
Representative .....Rambeau
Transcription Service .....Lang-Worth
News Service .....INS
President.....Royal V. Howard
General Manager.....Robert W. Denison
Station Manager.....Wil Silva
Chief Engineer.....Kurt Shoemaker

KPOA

HONOLULU—1946—MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address.....575 Kamoku St.
Phone Number 95236
News Service .....UP
Representative.....George P. Hollingbery
Owners.....J. Elroy McCaw, John D. Keating
General Manager.....Fin Hollinger
Prog., Pub. Dir.....Carlos Rivas
Chief Engineer.....John R. Sanders
Sales Prom. Mgr.....Barbara Bishop

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...to cover the entire island

... with a triple sales punch that gets results:

WIAC (10,000 watts) San Juan

WPRP (5,000 watts) Ponce

WORA (1,000 watts) Mayagüez

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Don't miss out on the P. R. boom!

Hit it... but good... with the "BLUE"!

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned. Oper. By .Pacific Frontier Bdcstg. Co., Ltd.
Address.....1290 Ala Moana Blvd.
Air Time.....18 hrs.
News Service .....UP
Representative .....Headley-Reed
Transcription Service .....World, Associated, Standard
President.....H. L. Pettey
General Manager.....Jack A. Burnett
Station Manager.....Ted R. Scott
Publicity Director.....Gordon Burke
Chief Engineer.....Ronald Miyahira

KANI

KANEOHE, OAHU—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P. O. Box 227
Phone Number 243882
President.....Judge Calvin C. McGregor
Vice-Pres., Gen. Mgr.....J. Robert Jensen
Chief Engineer.....Leonard E. Grothe

KTOH

LIHUE, KAUAI—1940—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Phone Number.....Kauai 361
Representative.....NBC Spot Sales
President.....Charles J. Fern
Manager.....Martin H. Sebastian, Jr.
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

KMVI

WAILUKU-MAUI—1946—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca....Wailuku-Maui, Box 374
Phone Number 981
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Station Manager.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Chief Engineer.....Neil Arveschoug

KAHU

WAIPAHU—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....P. O. Box 1007
Phone Number.....Honolulu 41-2835
Representative .....Devney
President.....Dr. Timothy I. Wee
General Manager.....Harry En Chu
Station Manager.....Curt Butler
Chief Engineer.....Robert Pearson

PUERTO RICO

WABA

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
Phone Number 242
President.....L. Hector Reichard
General Manager.....F. Bonnet Velez
Commercial Manager....Wilfredo Almodovar
Program Director.....Ricardo Vega
Chief Engineer.....Antolin Jimenez

WCMN

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....Box 755
Phone Number.....(Studios) 589
Membership .....NARTB
President.....Aristides Santoni Ledesma
General Manager.....Nabal Barreto
Commercial Mgr.....Francisco Lopez Oronoz
Program Dir.....Degna Olivero Pabon
Chief Engineer .....José Soler

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Address .....Box 157
Phone Number.....Bayamon 161
President.....Dr. A. Diaz Atiles
General Manager.....D. Diaz Alejandro

WJFR

CAGUAS—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Jorama Fer-Radio Corp.
Address.....17 Gautier Benitez St.
Phone Number 3240
Pres., Gen. Mgr.....Jose M. Fernandez
Comm., Prod. Mgr.....Manuel Iglesias

WRIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Phone Number 678

TOPS

to deliver your selling message

in

Puerto Rico

WAPA

on TV: Channel 4

Affiliated with N. B. C. and Dumont

on Radio: 680 Kcs.

(10,000 watts)

U. S. A. and Canadian Sales Office:

CARIBBEAN NETWORKS, Inc.

200 West 57 St., New York City 19, N. Y. Circle 5-7433

WVJP
CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone Number 789

WMDD
FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz
Address .....P. O. Box 187
Phone Number 132

WXRF
GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address..Calle Hostos No. 42
Phone Number 243
President .....Rafael Fuster
Gen., Comm. Mgr.....Charles L. Cordero

WAEL
MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta
Business Address.....Iglesia No. 12
Phone Number 799
Owner-Manager .....Mario Acosta

WKJB
MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Minerva St. 54
Phone Number 983
President.....Jose A. Bechara

WORA
MAYAGUEZ—1946

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Phone Number 1150
Studio Address.....1150 Guanajibo Ave.
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Sta., Comm. Mgr.....Reinaldo Dupont

WPRA
MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Puerto Rico Adv. Co.
Address .....Box 869
Phone Number 869
President .....Andres Camara

WTIL
MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Phone Number 1290
President .....Alberto Sanabria
Commercial Manager.....Gilbert Mamary
Chief Engineer.....Aristides Zapata

WISO
PONCE—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Address .....Box 2023
Phone Number 137
Pres., Gen. Mgr.....Luis E. Freyre

WPAB
PONCE—1940

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus.-Studio Add. ..P. O. Box 786, 164 Villa St.
Phone Number 783, 1177
Representative.....Inter-American Pub'l., Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo
Commercial Manager .....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Engineer.....Pedro E. Conesa

WPRP
PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number 1015, 1752, 1821
Representative .....Guzman, Co., Inc.
President.....Alfredo Ramirez de Arellano
General Manager.....Roberto Muniz
Commercial Manager.....Antonio Miro
Chief Engineer.....Julio M. Conesa

WRIO
RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By ...The Master Bdcstg. Corp.
Address.....P. O. Box 335—Hato Rey
Phone Number .....Hato Rey 1096
President.....Isidro Quinanes Vidal

WWWW
RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Phone Number 1098
Owner.....Frank A. Gaudia

WAPA
SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address...357 Ponce de León Ave.

Phone Number 3-3000
Membership .....NARTB
President .....José Ramón Quiñones
General Manager.....Ary R. Moll
Commercial Manager...Segismundo Quiñones
Program Director.....Jose E. Franco
Chief Engineer.....Jose Arzuaga

WIAC

SAN JUAN—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Radio Station WIAC
Address.....P. O. Box 4504
Phone Number.....2-0014
Gen., Sta. Mgr.....Tomas Muniz
Commercial Manager.....Nestor Muniz
Program Director.....Roberto Perez Navarro

WITA

SAN JUAN—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Electronic Enterprises, Inc.
Address.....P. O. Box 2692
Phone Number 2-4756
President .....Antonio Valdivieso
Chief Engineer.....Luis Martorell

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....P. O. Box 9007
Phone Number 2-2023
Newspaper Affiliation.....“El Mundo”
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Angel Ramos
Comm. Mgr.....V. Lamas, Jr.
Program Director.....Esther Pales
Chief Engineer.....Angel Del Valle

WKVM

SAN JUAN—1951

Frequency: 1070 Kc...Power: 25,000 Watts d.; 5000 n.
Address.....1000 Ponce de Leon Ave.
Phone 3-0840
Pres., Gen. Mgr.....R. P. Perry

WNEL

SAN JUAN—1934

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Oper. By.....WNEL, Inc.
Address.....960 Ponce de Leon Ave.
Phone Number 2-1300
Pres., Gen. Mgr.....Juan Piza

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 477, University, Alabama
Meetings: Semi-annual (March and October)
Elections: March meeting
Members: 69
Pres.....Malcolm Street, WHMA, Anniston
Vice-Pres..J. Dige Bishop, WCTA, Andalusia
Secy.-Treas...Dick Biddle, WOWL, Florence

Arizona Broadcasters Association

P. O. Box 2671, Phoenix, Arizona
Meetings: Annual (January)
Elections: January
Members: 21
President....Albert Johnson, KOY, Phoenix
Vice-Pres.....Carl Morris, KSUN, Bisbee
Secy.-Treas...Frank Redfield, KIFN, Phoenix
Legislative Chmn.....Richard O. Lewis, KTAR, Phoenix

Arkansas Broadcasters Association

P. O. Box 550, Little Rock, Arkansas
Meetings: Semi-annual
Elections: March
Members: 37
President.....William V. Hutt, KLRA, Little Rock
Vice-President.....W. N. McKinney, KELD, El Dorado
Secy.-Treas. .....Ted Woods, KOSE, Osceola
Legislative Chmn.....Jay P. Beard, KBTM, Jonesboro

California State Radio and Television Broadcasters Association

T. W. Patterson Bldg., Fresno 21, California
Meetings: Annual
Elections: November
Members: 97
President...Arthur Westlund, KRE, Berkeley
Vice-Pres.....Wm. J. Beaton, KWKW, Pasadena
Secy.-Treas...Paul R. Bartlett, KFRE, Fresno
Leg. Chm.....C. L. McCarthy, KROY, Sacramento

Colorado Broadcasters Association

Care of Pres. or Secy.
Meetings: Semi-annual
Elections: March
Members: 34
President....Russell Shaffer, KBOL, Boulder
Vice Pres.....Vir N. James, KVRH, Salida
Sec'y-Treas.....Joseph Rohrer, KRDO, Colorado Springs
Legis. Chrmn...Robert Ellis, KGHF, Pueblo

Florida Association of Broadcasters, Inc.

care of Pres. or Secy.
Meetings: Semi-Annual
Elections: June
Members: 76
President .....Hershel Graves, WTAL, Tallahassee
Vice-Pres....John Browning, WSPB, Sarasota
Vice-Pres.....T. S. Gilchrist, WTMC, Ocala
Secy.-Treas.....A. B. Letson, WCNH, Quincy

Georgia Association of Broadcasters

care of Pres. or Secy.
Meetings: Three times a year
Elections: Spring meeting (April or May)
President...S. J. Carswell, WSFT, Thomaston
Vice-Pres.....E. F. MacLeod, WBML, Macon
Secy.-Treas....Glen Jackson, WAGA, Atlanta
Legis. Chmn...Ben Chatfield, WMAZ, Macon

Hawaiian Association of Radio and TV Broadcasters

P. O. Box 1380, Honolulu, T. H.
Meetings: On Call
Elections: May
Members: 18
President...Fin Hollinger, KPOA, Honolulu
Vice-Pres.....Ez Crane, KMVI, Waluku
Secy.-Treas.....Ira Mercer, KHON, Honolulu

Idaho Broadcasters Association

Box 31, Boise, Idaho
Meetings: Semi-annual (May and November)
Elections: November
Members: 21
President....Edward P. Hurt, KFXD, Nampa
ice-Pres....Donald A. Thomas, KRLC, Lewis
Vice-Pres.....Donald A. Thomas, KRLC, Lewiston
Secy.-Treas. .....Florence Gardner, KTFI, Twin Falls
Legislative Chmn.....Walt Wagstaff, KIDO, Boise

Illinois Broadcasters Association

care of Pres. or Secy-Treas.

Meetings: Semi-annual
Elections: February
Members: 65
Pres.....Robert J. Burow, WDAN, Danville
Vice-Pres.....Harold L. Dewing, WCVS, Springfield
Secy.-Treas.....R. Karl Baker, WLOS, Jacksonville
Leg. Chmn.....Ray Livesay, WLBH, Mattoon

Indiana Broadcasters Association, Inc.

Box 89, Washington, Ind.

Meetings: Four times a year
Elections: March
Members: 49
President.....Dee W. Coe, WWCA, Gary
Vice-Pres. (AM).....Farrell Rippetoe, WBOW, Terre Haute
Vice-Pres. (FM).....E. D. Ogborne, WCTW, New Castle
Vice-Pres. (TV).....Harry Bitner, Jr., WFBM-TV
Secy,Treas.....Robert E. Williams WFML, Washington
Asst. Secy.....Robert D. Enoch, WXLW, Indianapolis
Asst. Treas.....Ronnie Householder, WJVA, South Bend
Leg. Chmn.....C. Bruce McConnell WISH, Indianapolis

Iowa Broadcasters Association

c/o President

Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 35
President.....Ben Sanders, KICD, Spencer
Vice-Pres.....Ken Gordon, KDTH, Dubuque
Secy.-Treas.....W. W. Woods, WHO, Des Moines
Director .....Herbert Ohrt, KGLO, Mason City

Kansas Association of Radio Broadcaserts

KSAL, Salina, Kansas

Meetings: Annual
Elections: Annual meetings
Members: 37
President.....Ray V. Jensen, KSAL
Vice-Pres.....Fred Conger, WREN
Secy.-Treas.....Grover Cobb, KVGB
Legislative Chmn.....Wendell Elliot, KGNO

Kentucky Broadcasters Association

c/o Secy.-Treas.

Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President...Mike Layman, WSFC, Somerset
Vice-Pres..Sam Livingston, WKYB, Paducah
Vice-Pres..Gilmore Nunn, WLAP, Lexington
Secy.-Treas.....Hugh O. Potter WOMI, Owensboro
Legislative Chmn.....J. W. Betts, WFTM, Maysville

Louisiana Association of Broadcasters

P. O. Box 4218, Shreveport, Louisiana

Meetings: Semi-annual
Elections: Fall
Members: 40
Pres.....Willard Cobb, KALB, Alexandria
Vice-Pres.....Frank Ford, Jr., KENT, Shreveport
Secy,-Treas..Jerry Hamm, KANE, New Iberia

Maine Broadcasters Association

c/o WPOR, Portland

Meetings: October
Elections: October
Members: 15
Pres.....Harold H. Meyer, WPOR, Portland
Vice-Pres. .....Harold Glidden, WAGM, Presque Isle
Secy.-Treas.....Francis H. Farnham, WGAN, Portland
Legislative Chmn.....Frank Hoy, WLAM, Lewiston

Maryland-D.C. Radio and Television Broadcasters Association

c/o President

Meetings: Semi-annual
Elections: Fall meeting
Members: 29
President.....Charles E. Smith, WTBO, Cumberland
Vice-Pres.....Joseph L. Brechner, WGAY, Silver Springs
Secy.-Treas.....Les Peard, WBAL, Baltimore

Michigan Association of Broadcasters

c/o President

Meetings: Semi-annual
Elections: November meeting
Members: 68
Pres.....W. A. Pomeroy, WILS, Lansing
Vice-Pres....W. J. Edwards, WKNX, Saginaw
Secy.-Treas.....Gayle Grubb, WJBK, Detroit
Legislative Chmn.....Walter Patterson, WKMH, Jackson

Minnesota Broadcasters Association

WDGY, Nicollet Hotel, Minneapolis

Meetings: September
Elections: September
Members: 30

President.....C. T. Hagman, WDGY, Minneapolis
Vice-Pres.....Lee L. Whiting, KEYD, Minneapolis
Secy.-Treas..M. M. Marget, KVOX, Moorhead
Legislative Chmn.....C. T. Hagman, WDGY, Minneapolis

Mississippi Broadcasters Association

c/o President

Meetings: Annual
Elections: Annual meeting
Members: 46

President.....Bob C. J. Wright,, Jr., WFOR, Hattiesburg
Vice-Pres.....Bob Evans, WELO, Tupelo
Secy.-Treas. .....Granville Walters, WAML, Laurel
Legislative Chmn.....Fred Beard WJDX, Jackson

Missouri Broadcasters Association

P. O. Box 1716, S.S.S., Springfield, Missouri

Meetings: Semi-annual
Elections: Fall meeting
Members: 40

President.....G. Pearson Ward, KTTS, Springfield
Vice-Pres.....Robt. Neathery, KWPM, Alton
Secy.-Treas. .....Catherine Roer, KWOS, Jefferson City
Legislative Chmn.....Bruce Barrington, KXOK, St. Louis

Montana Radio Stations, Inc.

P. O. Box 2124, KBMY, Billings

Meetings: Annual
Elections: January
Members: 25

President.....Ken Nybo, KBMY, Billings
Vice-Pres.....Ian Elliot, KRJF, Miles City
Secy.-Treas. .....Norman Penwell, KBMN, Bozeman
Legislative Chmn.....Paul MacAdam KPRK, Livingston

Nebraska Broadcasters Association

WJAG, Norfolk, Nebraska

Meetings: Annual
Elections: Annual
Members: 28

President.....R. E. Thomas, WJAG, Norfolk
Vice-Pres.....L. L. Hilliard, KOLT, Scottsbluff
Secy.-Treas. .....Gene Ackerley, KCOW, Alliance

Nevada State Broadcasters Association

P. O. Box 821, Reno, Nevada

Meetings: Annual
Elections: Annual
Members: 12

President.....H. G. Wells, KOLO, Reno
Vice-Pres.....Fred Stoye, KLAS, Las Vegas
Secy.-Treas...Robert Stoddard, KATO, Reno
Legislative Chmn..H. G. Wells, KOLO, Reno

New Jersey Broadcasters Association

P. O. Box 166, Bridgeton, New Jersey

Meetings: Semi-annual (May and October)
Elections: October
Members: 17

President .....Everett Rudloff, WJLK, Asbury Park
Vice-Pres....Gordon Giffin, WKDN, Camden
Secy.-Treas..Jerry McCarthy, WTOA, Trenton
Legislative Chmn.....Fred Bernstein, WTTM, Trenton

New Mexico Broadcasters Association

759 Cerrillos Road, Santa Fe

Meetings: September and April
Elections: April
Members: 18

President.....Ivan R. Head, KVSF, Santa Fe
Vice-Pres.....E. N. Thwaites, KRTN, Raton
Secy.-Treas.....Lydia S. Sleppy, KOBE, Las Cruces
Legislative Chmn.....W. E. Whitmore, Jr., KEMN, Portales

North Carolina Association of Broadcasters, Inc.

c/o Secretary

Meetings: Semi-annual
Elections: Fall meeting
Members: 96

President .....James McNeil, WTSB, Lumberton
Vice-Pres.....Wm. S. Page, WFTC, Kinston
Secy.-Treas...J. T. Snowden, WCPS, Tarboro

North Dakota Broadcasters Association

KNOX, Grand Forks, N. D.

Meetings: October

Elections: October
Members: 14
President.....F. E. Fitzsimmonds, KFYR, Bismarck
Vice-Pres. .....Elmer Hanson, KNOX, Grand Forks
Legislative Chmn.....John Cooley, KLPN, Minot

Ohio Association of Radio and Television Broadcasters

44 East Broad, Columbus 15, Ohio

Meetings: Semi-annual
Elections: Spring meeting
Members: 66
President.....Adna Karns, WING, Dayton
Vice-Pres..Robert Ferguson, WTRF, Bellaire
Secy.-Treas.....L. A. Pixley, WLOK, Lima
Legislative Chmn.....Adna Karns, WING, Dayton

Oklahoma Radio Broadcasters Association

P. O. Box 588, Ponca City, Oklahoma

Meetings: Semi-annual (or more)
Elections: January
Members: 36
President.....Cy Casper, WBBZ, Ponca City
Vice-Pres.....J. J. Bernard, KOMA, Oklahoma City
Secy. Treasurer.....Guy Farnsworth, KCRC, Enid
Legislative Chmn.....Bill Hoover, KADA, Ada

Oregon State Broadcasters Association

R. E. Summers, Journalism Bldg., U. of Oregon, Eugene

Meetings: Semi-annual
Elections: Annual
Members: 48
President...S. W. McCready, KUGN, Eugene
Vice-Pres...Paul Walden, KODL, The Dalles
Secy.-Treas.....Joe Schertler, KEX, Portland
Legislative Chmn.....Dick Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

WCPA, 215 Church St., Clearfield

Meetings: Annual
Elections: May
Members: 108
President.....W. J. Thomas, WCPA, Clearfield
Vice-Pres. .....Frank Altodoerfer WLAN, Lancaster
Vice-Pres. and Treas.....James Murray, KQV, Pittsburgh
Treasurer...James Murray, KQV, Pittsburgh
Secretary.....Joseph T. Connolly, WCAU, Philadelphia
Legislative Chmn.....Roy E. Morgan, WILK, Wilkes-Barre

Puerto Rican Association of Broadcasters

Box 4504, San Juan, Puerto Rico

Meetings: Monthly
Elections: July
Members: 19
President.....Alfonso Gimenez Aguayo WPAB, Ponce
Vice-Pres.....Tomas Muniz Souffront, WIAC, Santurce
Secretary.....Frederico E. Virella, WVJP, Caguas
Treasurer...Gustavo Dias, WENA, Bayamon

Rhode Island Radio & Television Broadcasters Association

c/o President

Meetings: June
Elections: June
Members: 12
President..Mowry Lowe, WEAN, Providence
Vice-Pres. .....Mitchell Stanley, WWON, Woonsocket
Secy.-Treas. .....Norm Gittelson, WJAR-TV, Providence

South Carolina Broadcasters Association

c/o Secretary

Meetings: January
Elections: January meeting
Members: 36
President.....Walter J. Brown, WORD, Spartanburg
Vice-Pres.....James F. Coggins, WKDK, Newberry
Secy.-Treas.....T. Doug Youngblood, WFIG, Sumter
Legislative Chmn.....H. Moody McElveen, WNOK, Columbia

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28

Meetings: Monthly
Elections: May
Members: 64

President.....Frank Burke, Jr., KFVD, Los Angeles
Vice-Pres. .....Norman Ostby, KHJ, Los Angeles
Secy.-Treas. .....Thelma Kirchner, KGFJ, Hollywood
Managing Director.....Norman Nelson

South Dakota Broadcasters Association

c/o Secretary

Meetings: Semi-annual
Elections: April
Members: 14
President.....Max Staley, KIJV, Huron
Vice-Pres.....Ross Case, KWAT, Watertown
Secy.-Treas. .....Keith Nighbert, KUSD, Vermillion
Legislative Chmn.....Morton Henkin, KSOO, Sioux Falls

Tennessee Association of Broadcasters

407 Chamber of Commerce Bldg., Nashville, Tennessee

Meetings: Semi-annual
Elections: December meeting
Members: 46
President.....Earl W. Winger, WDOD, Chattanooga
Vice-Pres.....John Hart, WBIR, Knoxville
Secy.-Treas.....Mrs. Drue Smith, WAPO, Chattanooga
Legislative Chmn.....F. C. Sowell, WLAC, Nashville

Texas Association of Broadcasters

c/o Secretary

Meetings: Semi Annual
Elections: October
Members: 112
President....Willard Deason, KVET, Austin
Vice-Pres....Louis R. Cook, KNOW, Austin
Secy.-Treas....Richard Lewin, KTRE, Lufkin

Utah Broadcasters Association

c/o President

Meetings: Semi-Annual
Elections: January
Members: 19
President .....Arch Madsen, KOVO, Provo
Vice-President .....George Hatch, KALL, Salt Lake City
Vice-President....Reed Bullen, KLO, Ogden
Secy.-Treas.....Arch Webb, KVOC, Ogden
Legislative Chmn.....Oral Wilkinson, KMUR, Murray

Virginia Association of Broadcasters, Inc.

c/o President

Meetings: Annual
Elections: Annual meeting
Members: 42
President...Robert H. Smith, WCYB, Bristol
Vice-Pres.....Frank E. Koehler, WROV, Roanoke
Secy.-Treas. .....Chas. Maillett, WWOD, Lynchburg
Legislative Chmn.....C. T. Lucy, WRVA, Richmond

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Bldg., Olympia, Washington

Meetings: Semi-annual
Elections: Spring
Members: 44
President.....Leo H. Beckley, KBRC, Mount Vernon
Vice-Pres....Loren Stone, KBRO, Bremerton
Secy.-Treas....Allen Miller, KWCS, Pullman

West Virginia Broadcasters Association

c/o Secretary

Meetings: Semi-annual
Elections: Spring
Members: 34
President .....Alice Shein, WBTH, Williamson
Vice-Pres..Paul A. Myers, WWVA, Wheeling
Secy.-Treas.....John S. Phillips, WHTN, Huntington
Legislative Chmn.....Harry Brawley, WCHS, Charleston

Wisconsin Broadcasters Association

Nicolet Bldg., Green Bay, Wisconsin

Meetings: Annual
Elections: First Tuesday in October
Members: 46
President..Harry D. Peck, WISN, Milwaukee
Vice-Pres.....Wm. E. Walker, WMAM, Marinette
Secretary....Verl Bratton, WKTY, LaCrosse
Treasurer.....Mig Figi, WAUX, Waukesha

IN CANADA

more people listen regularly to*

CFRB Toronto

than to any other station . . .

* The 1952 BBM figures show CFRB's coverage as 619,430 daytime and 639,720 night time — more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB

Representatives

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

Canada

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CARTB

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CBC

•

ALPHABETICAL INDEX
BY CALL LETTERS

•

STATIONS

•

NETWORKS

CANADA

is boom country

...want a share?

Just speak up!

The Canadian is listening for you at his radio. He's listening in Alberta, where the oil's coming up richer and thicker than ever. In Saskatchewan, where uranium, oil and bumper crops are swelling the coffers. In Labrador, on top a new wealth of iron ore. In Quebec and Ontario, where heavy industry keeps getting heavier and light industry expands by leaps and bounds.

The Canadian is listening in every city, town and village . . . to a voice he already knows and trusts, the voice of his local radio station. The wife is listening — the youngsters, too. Millions upon millions of Canadians, with more money than ever to spend . . . and wanting to know what to spend it on.

Speak up. You'll be heard in 95% of all the homes in Canada . . . in the language familiar to each home, English or French. You'll be heard in the best of company — the big network shows *plus* the friendly entertainment, news and services that only local radio can provide for its community.

Local radio in Canada is welcome, intimate, persuasive. It's *everywhere*, in a country where only 38% of the population lives in cities of 30,000 or over. It combines penetration, effectiveness and economy as no other advertising medium in Canada can. That's hard fact.

Purchasing power is booming. Canadians spent 10½ billion dollars in 1951, just in the retail stores . . . over 11½ billion dollars in 1952. And the Canadian buys more U. S. goods than any country other than your own. With cash — the stuff that's straining every billfold in the nation.

Want a share? Canada is waiting by the radio. Just speak up.

"In Canada you sell 'em when you tell em!"

A message from the 120 member stations of the Canadian Association of Radio and Television Broadcasters whose voices are invited into over 3 million Canadian homes every day.

Canadian Association of Radio and Television Broadcasters

108 SPARKS ST., OTTAWA 4, CANADA • 373 CHURCH ST., TORONTO, ONTARIO

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Sales Offices—373 Church St., Toronto, Ont.
Phone: Empire 4-8244

☆

Officers

President.....F. H. Elphicke
Vice-President.....E. Finlay MacDonald
Executive Vice-President.....T. J. Allard
Secretary-Treasurer.....Flora Love
Director of Sales and Research.....A. F. P. Freeman

☆

Directors

William Rea, New Westminster, B. C.; G. C. Gaetz, Edmonton, Alta.; H. A. Crittenden, Regina, Sask.; John Craig, Brandon, Man.; J. E. Campeau, Windsor, Ont.; F. B. Ricard, Sudbury, Ont.; Wallace Slatter, Guelph, Ont.; J. M. Davidson, Toronto, Ont.; J. P. Lemire, Hull, P. Q.; J. A. Dupont, Montreal, P. Q.; Henri Lepage, Quebec City, P. Q.; D. Malcolm Neill, Fredericton, N. B.

☆

Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 115 privately owned (independent) broadcasting stations in Canada.

CANADIAN BROADCASTING CORP.

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
New York Office c/o United Nations

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Roy J. Fry, Winnepeg, Man.

Ottawa

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D. C. McArthur, Executive Assistant
G. W. Richardson, Executive Assistant
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J. M. Beaudet, Director of Program Planning and Production
W. G. Richardson, Director of Engineering
Marcel Carter, Director of Personnel and Administrative Services
C. E. Stiles, Asst. Dir. of Personnel and Adm. Services
H. G. Walker, Director of Network Co-ordination
George Young, Dir. of Station Relations and Broadcast Regulations
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F. W. Savignac, Executive Assistant—Legal
R. E. Keddy, Sec'y to Board of Governors

Montreal

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N. R. Olding, Operations Engineer
D. G. McKinstry, Chief Architect
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W. C. Anderson, Supervisor of Program Clearance
E. W. Jackson, Traffic Manager
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	680
CBE	Windsor, Ont.	687
CBF	Montreal, Que.	689
CBG	Gander, Nfld.	680
CBH	Halifax, N. S.	681
CBI	Sydney, N. S.	682
CBJ	Chicoutimi, Que.	688
CBK	Winnipeg, Man.	679
CBL	Toronto, Ont.	687
CBM	Montreal, Que.	689
CBN	St. John's, Nfld.	680
CBO	Ottawa, Ont.	685
CBT	Grand Falls, Nfld.	680
CBU	Vancouver, B. C.	677
CBV	Quebec City, Que.	690
CBW	Winnipeg, Man.	679
CBX	Edmonton, Alta.	675
CBY	Corner Brook, Nfld.	680
CFAB	Windsor, N. S.	682
CFAC	Calgary, Alta.	675
CFAR	Flin Flon, Man.	678
CFBC	Saint John, N. B.	680
CFCF	Montreal, Que.	689
CFCH	North Bay, Ont.	684
CFCL	Timmins, Ont.	686
CFCN	Calgary, Alta.	675
CFCO	Chatham, Ont.	683
CFCY	Charlottetown, P.E.I.	688
CFGP	Grande Prairie, Alta.	675
CFJC	Kamloops, B. C.	676
CFJR	Brockville, Ont.	683
CFNB	Fredericton, N. B.	679
CFNS	Saskatoon, Sask.	692
CFOR	Orillia, Ont.	684
CFOS	Owen Sound, Ont.	685
CFPA	Port Arthur, Ont.	685
CFPL	London, Ont.	684
CFPR	Prince Rupert, B. C.	677
CFQC	Saskatoon, Sask.	693
CFRA	Ottawa, Ont.	685
CFRB	Toronto, Ont.	687
CFRG	Gravelbourg, Sask.	692
CFRN	Edmonton, Alta.	675
CHAB	Moose Jaw, Sask.	692
CHAD	Amos, Que.	688
CHAT	Medicine Hat, Alta.	676
CHEF	Granby, Que.	688
CHEX	Peterborough, Ont.	685
CHFA	Edmonton, Alta.	675
CHGB	Ste. Anne de la Pocatiere	691
CHLN	Three Rivers, Que.	691
CHLO	St. Thomas, Ont.	686
CHLP	Mntreal, Que.	689
CHLT	Sherbrooke, Que.	691
CHML	Hamilton, Ont.	683
CHNC	New Carlisle, Que.	690
CHNO	Sudbury, Ont.	686
CHNS	Halifax, N. S.	681
CHOK	Sarnia, Ont.	686
CHOV	Pembroke, Ont.	685
CHRC	Quebec City, Que.	690
CHRL	Roberval, Que.	691
CHSJ	Saint John, N. B.	680
CHUB	Nanaimo, B. C.	676
CHUM	Toronto, Ont.	687
CHVC	Niagara Falls-Welland, Ont.	684
CHWK	Chilliwack, B. C.	676
CJAD	Montreal, Que.	689
CJAT	Trail, B. C.	677
CJAV	Port Alberni, B. C.	677
CJBC	Toronto, Ont.	687
CJBQ	Belleville, Ont.	682
CJBR	Rimouski, Que.	690
CJCA	Edmonton, Alta.	675
CJCB	Sydney, N. S.	682
CJCH	Halifax, N. S.	681
CJCS	Stratford, Ont.	686
CJDC	Dawson Creek, B. C.	676
CJEM	Edmundston, N. B.	679
CJFP	Riviere—Du-Loup, Que.	690
CJFX	Antigonish, N. S.	681
CJGX	Yorkton, Sask.	693
CJIB	Vernon, B. C.	678
CJIC	Sault Ste. Marie, Ont.	686

Call Letters	City	See Page
CJKL	Kirkland Lake, Ont.	684
CJLS	Yarmouth, N. S.	682
CJMS	Montreal, Que.	690
CJNB	North Battleford, Sask.	692
CJOB	Winnipeg, Man.	679
CJOC	Lethbridge, Alta.	676
CJON	St. John's, Nfld.	681
CJOR	Vancouver, B. C.	677
CJOY	Guelph, Ont.	683
CJQC	Quebec City, Que.	690
CJRL	Kenora, Ont.	684
CJRW	Summerside, P.E.I.	688
CJSO	Sorel, Que.	691
CJVI	Victoria, B. C.	678
CKAC	Montreal, Que.	690
CKBB	Barrie, Ont.	682
CKBI	Prince Albert, Sask.	692
CKBL	Matane, Que.	689
CKBW	Bridewater, N. S.	681
CKCH	Hull, Que.	688
CKCK	Regina, Sask.	692
CKCL	Truro, N. S.	682
CKCR	Kitchener, Ont.	684
CKCV	Quebec City, Que.	690
CKCW	Moncton, N. B.	680
CKDA	Victoria, B. C.	678
CKDM	Dauphin, B. C.	678
CKEN	Kentville, N. S.	682
CKEY	Toronto, Ont.	687
CKFH	Toronto, Ont.	687
CKFI	Fort Frances, Ont.	683
CKGB	Timmins, Ont.	687
CKLB	Oshawa, Ont.	685
CKLN	Nelson, B. C.	676
CKLS	La Sarre, Que.	689
CKLW	Windsor, Ont.	687
CKMO	Vancouver, B. C.	677
CKMR	New Castle, N. B.	680
CKNB	Campbellton, N. B.	679
CKNW	New Westminster, B. C.	677
CKNX	Wingham, Ont.	688
CKOC	Hamilton, Ont.	683
CKOK	Penticton, B. C.	677
CKOM	Saskatoon, Sask.	693
CKOV	Kelowna, B. C.	676
CKOX	Woodstock, Ont.	688
CKOY	Ottawa, Ont.	685

Call Letters	City	See Page
CKPC	Brantford, Ont.	682
CKPG	Prince George, B. C.	677
CKPR	Fort William, Ont.	683
CKRC	Winnipeg, Man.	679
CKRD	Red Deer, Alta.	676
CKRM	Regina, Sask.	692
CKRN	Rouyn, Que.	691
CKRS	Jonquiere, Que.	689
CKSB	St. Boniface, Man.	678
CKSF	Cornwall, Ont.	683
CKSM	Shawinigan Falls, Que.	691
CKSO	Sudbury, Ont.	686
CKTB	St. Catharines, Ont.	686
CKTS	Sherbrooke, Que.	691
CKVD	Val D'Or, Que.	691
CKVL	Verdun, Que.	691
CKWS	Kingston, Ont.	684
CKWX	Vancouver, B. C.	678
CKY	Winnipeg, Man.	679
CKX	Brandon, Man.	678
CKXL	Calgary, Alta.	675
VOAR	St. John's, Nfld.	681
VOCM	St. John's, Nfld.	681

ALL-CANADA RADIO FACILITIES LIMITED

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ALBERTA

CFAC

CALGARY—1922—CBC, TRANS-CANADA

Freqeuncy: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone Number 6-1036
Air Time.....19 hrs.
News Service.....PN, PUB, CP
Transcription Service.....Thesaurus, World, Associated
Representative .....All-Canada, Weed
Membership .....CARTB
President.....John D. Southam
Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Program Director.....G. A. Brown
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address...12th Ave. & 6th St., East
Phone Number 2-1161
Air Time.....Full Time
News Service.....Can Press
Transcription.....SESAC, Langworth, Capitol
Representative.....Adam J. Young, Jr.
Membership.....CAB, WAB
Pres., Gen. Mgr.....H. G. Love
Commercial Manager.....E. H. McGuire
Pgm. Director.....James A. Love
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....Albertan Bcstg. Co.
Address.....210 9th Ave. W.
Phone Number 63026
Representative.....H. C. Stovin
News Service.....BUP, CP
Membership .....CAB, BBM
President.....C. E. Chesher
Station Manager.....Frederick R. Shaw
Commercial Manager.....Bruce D. Alloway
Prom. Mgr., Pub. Dir.....Pearl Borgal
Program Director.....Jack Stewart
Chief Engineer.....Ross Craig

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Chief Engineer.....G. W. Oliver

CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone Number 22101
News Service.....BUP, PN
Transcription Service .....Lang-Worth
Representative.....Radio Representatives, Adam J. Young, Jr., Harlan G. Oakes
Membership .....CARTB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Commercial Mgr.....A. J. Hoppe
Program Director.....George A. Duffield
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone Number 42157
News Service .....BUP
Representative.....Omer Renaud Co., Hunt
President .....P. Mousseau
Gen., Sta. Mgr.....Leo Remillard
Chief Engineer.....Robert D. Guy

CJCA

EDMONTON—1922—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number.....PBX 44131
Air Time.....Full Time
News Service.....PN, BUP, CP
Trans. Serv.....Thesaurus, World, Standard
Representative .....All-Canada, Weed
Membership .....CARTB, BMB
Station Manager.....Gerry Gaetz
Asst. Sta. Mgr.....Rolfe Barnes
Commercial Manager.....Joe MacKenzie
Production Director.....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth

CFGP

GRANDE PRAIRIE—1937—CBC

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Phone Number 2311
Air Time.....6 a.m.-M.
News Service .....CP
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
President.....J. E. Thomson
Station Manager.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Chief Engineer.....Jim de Roaldes

CJOC
LETHBRIDGE—1926

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone Number 3161
Air Time.....5:30 a.m.-1 a.m.
News Service.....PN, BUP, CP
Transcription Service.....Assoc., Thesaurus
Representative .....Weed, All-Canada
Membership .....CAB, BBM, WAB
Pres. & Gen. Mgr.....H. R. Carson
Station Manager.....N. Botterill
Sls. Prom. Mgr., Pub. Dir....Francis Hushagen
Commercial Manager.....J. Budd
Program Director.....Bob Reagh
Chief Engineer.....Doug Card

CHAT
MEDICINE HAT—1946—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Phone Number 2821
Representative .....Weed, All-Canada
Transcription Library.....World
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Chief Engineer.....Ian Carson

CKRD
RED DEER—1949—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
Phone Number 2083
Air Time.....17½ hrs.
News Service .....BUP
Representative.....Radio Reps., Young
Membership .....CARTB
Pres., Gen., Sta. Mgr.....Gordon S. Henry
Commercial Mgr.....Ned Corrigall
Program Director.....John Barton
Chief Engineer.....Ken L. Martin

BRITISH COLUMBIA

CHWK
CHILLIWACK—1927—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number 7511-21
Air Time.....6:30 a.m.-M.
News Service .....BUP
Representative .....All-Canada, Weed
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Production Mgr.....J. M. Maclachlan

CJDC
DAWSON CREEK—1947—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....102nd Ave. & 9th St.
Phone Number 216
News Service .....Broadcast News
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership .....CARTB
President.....W. B. Michaud
General Manager.....Lewis R. Roskin
Program Director.....Michael Laverne
Publicity Director.....Ethyl Emes
Chief Engineer.....John Pringle

CFJC
KAMLOOPS—1927—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ian G. Clark Ltd.
Business-Studio Address.....310 St. Paul St.
Phone Number 1021

CKOV
KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....Box 1481
Phone Number 3331
News Service .....PN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
General Manager.....J. W. B. Browne
Station Manager.....D. Reid
Promotion Mgr.....Freda Woodhouse
Chief Engineer.....J. Fred Weber

CHUB
NANAIMO—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Air Time.....Full Time
News Service .....BUP
Transcription Service.....World, Standard
Representative..Natl. Bcstg. Sales, Hunt, Cooke
Station Manager.....C. J. Rudd
Commercial Mgr.....Sheila Hassell
Program Director.....Tom Koch
Chief Engineer.....E. Ross MacIntyre

CKLN
NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....266 Baker St.
Phone Number 19
Air Time.....Full Time

Newspaper Affiliation.....Nelson Daily News
News Service .....PN
Representative .....Stovin, Young
Membership.....CARTB, WAB, BCAB
President.....Maj. R. H. Green
General Manager.....C. W. Ramsden
Station Mgr., Chief Engineer....A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....Bill Rea
Business-Studio Address.....227 Columbia St.
Phone Number.....New Westminster 3000
News Service.....UP, AP
Transcription.....Associated, Standard, Cole
Representative.....Forjoe, Nat. Bcstg. Sales
Membership .....BAB
Pres., Gen., Sta. Mgr.....William Rea, Jr.
Assistant Manager.....Phil Baldwin
Prod. Manager.....Hal Davis
Chief Engineer.....Clare Purvis

CKOK

PENTICTON—1948

Frequency: 800 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
Phone Number.....2800, 2850
News Service .....CP
Transcription Service .....Standard
Representative.....Mulvihill, Cooke, Hunt
Membership.....BBM, CAB, BCAB, WAB
President.....Maurice P. Finnerty
Station Manager.....Roy G. Chapman

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Phone Number 604
Air Time.....6 a.m.-12 M.
News Service.....AP, PN, Reuters
Transcription .....Lang-Worth, Cole, Capitol
Membership .....CAB
Managing Dir.....Kenneth Hutcheson
Comm. Mgr.....J. Geoffrey Holmes
Program Dir.....Thomas A. Rannie
Publicity Dir.....Lyall Feltham
Chief Engineer.....Ross McIntyre

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Phone Number 140
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Commercial Manager.....Jack Carbutt
Production Mgr.....Chuck Cawdell

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Studio Address....140 Wellington St., Ottawa
Representative .....Stovin
General Manager (CBC).....J. A. Ouimet

CJAT

TRAIL—1932—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.
Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....AP
Representative .....Weed
President.....A. S. Mawdsley
Station Manager.....John W. Loader
Commercial Manager.....Lorne V. McLeod
Program Director.....J. P. Kobluk
Chief Engineer.....John D. Hepburn

CBU

VANCOUVER—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP, R, CP
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Program Director.....Doug Nixon
Publicity Director.....W. Gilmour Clark
Chief Engineer.....W. G. Richardson

CJOR

VANCOUVER—1926—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
News Service.....BUP, UP, CP
Transcription Service.....Thesaurus
Representative.....Stovin, Young
Membership .....CAB
Pres., Gen. Mgr.....George C. Chandler
Exec. Assistant.....F. W. H. Wellwood
Chief Engineer.....Art Chandler
Commercial Mgr.....Don Laws

CKMO

VANCOUVER—1920

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271
Transcription Service.....Associated, SESAC
Representative .....Cooke, Renaud
President.....Mrs. R. J. Sprott
Managing Director.....Mrs. K. M. Willis
Chief Engineer.....D. Rogers

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Business-Studio Address.....543 Seymour St.
Phone Number.....TAtlow 5131
News Service.....CP, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
President .....Arthur Holstead
Vice-Pres., Gen. Mgr.....Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Director.....John Ansell
Sales Promotion Mgr.....Ken Hughes
Chief Engineer.....Charles Smith

CJIB

VERNON—1947—CBC-DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave. W.
Phone Number 3900
Air Time.....Full Time
News Service .....PN
Representative .....Radio Representatives
General Manager.....A. G. Seabrook
Commercial Mgr.....Larry Scott
Program Dir.....Don McGibbon
Publicity Dir.....Dave Lilwall
Chief Engineer.....Loren Merriman

CJVI

VICTORIA—1941—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Phone Number.....Beacon 8221
News Service .....CP
Transcription Service .....Thesaurus
Newspaper Affiliation.....“Daily Colonist”
Representative .....Weed, All-Canada
Membership .....CAB
President.....J. M. Taylor
General Manager.....W. M. Guild
Commercial Manager.....Lee F. Hallberg
Sales Prom. Mgr.....James S. Crawford
Program Director.....Vern Groves
Chief Engineer.....Joe Sommers

CKDA

VICTORIA—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Phone Number.....Garden 9311
News Service .....BUP
Transcription Service.....Standard, SESAC
Representative.....Forjoe Radio Reps.
Pres., Gen. Mgr.....David M. Armstrong
Commercial Mgr.....Gordon M. Reid
Production Mgr.....David G. Hill
Program Dir.....C. Edward Farey
Publicity Director.....Donald MacDonald

MANITOBA

CKX

BRANDON—1928—CBC DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone Number 4532
Transcription Service.....Thesaurus
Representative..Radio Representatives, Young
News Service.....BUP, CP
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Publicity Director.....Archie Olson
Chief Engineer.....Humphrey Davies

CKDM

DAUPHIN—1951

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By..Dauphin Bcstg. Co., Ltd.
Phone 22
Transcription Service .....Thesaurus
News Service .....PN
President.....Dr. M. Potoski
General Manager.....D. M. Hughes
Chief Engineer.....G. Shave

CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 4422
News Service .....PN
Transcription Service .....SESAC
Representative .....Stovin, Young
Membership .....CAB, WAB
Station Manager.....C. H. Witney
Commercial Manager.....M. Cambell
Program Director.....E. Smallwood

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address.....607 Langevin St.
Phone Number 204-865
Representative .....McGillvra
President .....Celestin Champagne
Gen., Comm., Sta., Prom. Mgr..Roland Couture
Program Director.....Denis Belair
Chief Engineer.....Yres Savignae

CBK

WINNIPEG—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address....541 Portage Ave., Winnipeg, Man.
Phone Numbers 74-2541
News Service.....PN, BUP
Chairman .....A. D. Dunton
General Manager (CBC).....J. A. Ouimet
Station Manager.....J. N. Mogridge
Commercial Manager (CBC.....W. E. Powell
Program Director.....Dan Cameron
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. D. Cahoon

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Phone Number 74-2541
Regional Representative.....J. R. Finlay
General Manager.....J. Alphonse Ouimet
Station Manager (CBC) Winnipeg
J. N. Mogridge
Commercial Mgr.....R. Horley
Publicity Director.....C. E. L'Ami
Chief Engineer.....R. O. Cahoon

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
News Service.....CP, BUP
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Membership .....CAB
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Sales Prom. Mgr.....H. J. Gibson
Program Director.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number 92-2266
Air Time.....Day Time
News Service.....BUP, AP, CP
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
President .....V. Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Prom., Pub. Mgr.....F. M. Desourdy
Program Director.....J. M. Hill
Chief Engineer.....A. W. Hooper

CKY

WINNIPEG—1950

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone 931, 531
Air Time.....5:50 a.m.-1 a.m.
Transcription Service.....Capitol, SESAC, Associated
Representative.....Stovin, Cooke
Membership .....CARTB, WAB
President.....Lloyd E. Moffatt
General Manager.....A. R. Mackenzie
Adv. Sales Mgr.....W. E. Collier
Local Sales Mgr.....C. F. Hawkins
Sales Prom. Mgr.....Harry O. Watts
Program Director.....Jack R. Stewart
Chief Engineer.....A. Melowanchuck

NEW BRUNSWICK

CKNB

CAMPBELLTON—1939—CBC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Phone Number 8
Air Time.....7:50 a.m.-12:10 a.m.
Representative .....Hardy, Weed
Membership .....CARTB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Program Director.....Bob Richards
Chief Engineer.....Phil Paquet

CJEM

EDMUNDSTON—1944—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....91 Canada Rd.
Phone Number 880
Air Time.....7:00 a.m.-12:15 a.m.
Transcription Service .....SESAC
News Service .....PN
Representative .....Stovin, Young
President .....George Michaud
Station Manager.....Maurice Lacasse
Comm., Prom. Mgr.....Georges Guerrette
Program Director.....Raynald Teasdale
Chief Engineer.....Yvon Roy

CFNB

FREDERICTON—1923—CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Business-Studio Address.....York St.
Phone Number 5501

Air Time .....Full Time
News Service.....BUP, RP
Transcription Service.....Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CARTB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Comm., Prom. Mgr.....H. L. McFee
Program Director.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CKCW

MONCTON—1934—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Business-Studio Address.....K. of P. Bldg.
Phone Number 9111
Air Time.....6:30 a.m.-1 a.m.
News Service.....BUP, RP
Transcription Service .....Langworth
Representative .....Young, Stovin
Membership .....CARTB
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....T. Tonner
Program Director.....C. R. Tabor
Chief Engineer.....Arnold Brewster

CKMR

NEW CASTLE—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Miramichi Bcstg. Co., Ltd.
Business Address.....Castle St.
Phone Number 690
President.....L. W. Fleet

CBA

SACKVILLE—1939—CBC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St., Halifax, N. S.
Phone Number 3-6188
News Service.....BUP, CP, R
Regional Representative.....W. E. S. Briggs
General Manager (CBC)...J. Alphonse Ouimet
Station Manager.....S. R.
Program Director.....H. J. Boyle
Publicity Director.....R. C. Fraser
Chief Engineer.....G. W. Olive

CFBC

SAINT JOHN—1946—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studio Address.....38 Carleton St.
Phone Number 2-3301
Air Time.....6 a.m.-1 a.m.
News Service.....RP, BUP
Transcription Service .....Thesaurus
Representative..Weed, Hunt, Nat'l Bcst. Sales
Membership .....CARTB
President.....A. M. A. McLean
General Manager.....Robert T. Bowman
Commercial Manager.....C. F. Bedford
Program Director.....Wm. Tonner
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ

SAINT JOHN—1934—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World, Langworth
Representative .....Stovin, Young
Membership .....CARTB
Station Manager.....George A. Cromwell
Program Director.....Cleve G. Stillwell
Station Manager.....Earl McCarron
Chief Engineer.....J. J. Bishop

NEWFOUNDLAND

CBY

CORNER BROOK—1949—CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.. .....Corner Brook
News Service.....CP, BUP, Reuters
Representative .....CBC
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....C. V. Hierlihy

CBG

GANDER—1949—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....P. O. Drawer 32
Phone Number 349
News Service.....CP, BUP, Reuters, PN
Station Manager.....A. Barrett

CBT

GRAND FALLS—1949—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Munro Bldg.
Phone Number 2102
Air Time.....16½ hrs.
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....John J. Grace
Publ. Director (CBC).....Ron C. Fraser

CBN

ST. JOHN'S—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time.....16½ hrs.

News Service.....CP, Reuters
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer (CBC).....C. W. Olive

CJON
ST. JOHN'S—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
Phone 7106
Air Time.....Full Time
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Reps.....All-Canada Radio, Weed
Membership .....CARTB, BBM
Pres., Gen. Mgr.....Geoffrey W. Stirling
Station Manager.....Don Jamieson
Commercial Manager.....F. Dawe
Sales Prom. Mgr.....Jack Baird
Program Director.....Art Hartnett
Publicity Director.....M. Carter
Chief Engineer.....Oscar Hierlihy

VOAR
ST. JOHN'S—1931

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Oper. By.....Station VOAR
Address.....106 Freshwater Rd.
Phone 6760
Pres., Gen. Mgr.....Philip Moores

VOCM
ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address....Water at McBride's Hill
Phone 3148-9
News Service.....CP, PN, BUP
Transcription Service.....Thesaurus, World
Membership .....CARTB, AAB
Representative .....Stovin, Young
Mng. Director.....J. L. Butler
Sta., Comm., Pro. Mgr.....M. Shulman
Program Director.....Denys Ferry
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX
ANTIGONISH—1943—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Box 280
Phone 580
Transcription Service.....SESAC, Lang-Worth
Representative .....Mulvihill
News Service .....BUP
General Manager.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Program Director.....Charles O'Brien
Chief Engineer.....G. C. MacDougall

CKBW
BRIDEWATER—1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Phone Number 1030
News Service .....BAP
Transcription Service .....Associated
Representative.....Radio Representative Ltd., Cooke
President.....C. J. Morrow
General Manager.....John F. Hirtle
Station Manager.....James A. MacLeod
Sales Prom. Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Publicity Director.....Donald E. Nicolle
Chief Engineer.....Douglas B. Hirtle

CBH
HALIFAX—1944—CBC

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number 3-6188
News Service.....BUP, PN, Reuters, CP
General Manager.....J. Alphonse Ouimet
Station Manager.....S. R. Kennedy
Publicity Director.....Ron Fraser

CHNS
HALIFAX—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone Number 3-8318
Air Time.....6:45 a.m.-12:15 a.m.
News Service.....BAP, BUP
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
President.....Graham W. Dennis
Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Chief Engineer.....Arthur H. Greig

CJCH
HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....741 Robie St.
Phone Number 5-5443
Air Time.....Full Time
News Service .....PN
Transcription Service.....World, Associated
Representative .....Mulvihill
Managing Director.....B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Commercial Mgr.....C. L. Chambers
Chief Engineer.....A. Reginald MacWilliams

CKEN
KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone Number.....Kentville 2111
Air Time.....7 a.m.-10:20 p.m.
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Alexander
Membership .....CAB
President.....George Wilson

CBI
SYDNEY—1948—CBC

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
News Service.....BUP, Reuters, CP
Station Manager.....Barry MacDonald

CJCB
SYDNEY—1929—CBC

Frequency: 1270 Kc.....Power: 5000 d., 1000 Watts n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number 5596-7
Air Time.....Full Time
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Commercial Manager..... R. M. Burchell
Sales Prom. Mgr.....M. C. MacQuarrie
Program Director.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL
TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Phone Number 491
Air Time.....7 a.m.-11 p.m.
News Service .....BUP
Transcription Service .....Associated
Representative .....Omer Renaud
President, General Mgr.....J. Arthur Manning
Program Director.....Lloyd Cavanagh
Chief Engineer.....Sidney Bernasconi

CFAB
WINDSOR—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Phone Number 2111
Air Time.....Full Time
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Alexander
Membership .....CAB, BBM
President .....George Wilson
General Manager.....J. A. C. Lewis
Promotion Mgr.....Bernard Butler-Gray
Program Director.....Willard A. Bishop

CJLS
YARMOUTH—1934—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd
Address.....222 Main St.
Phone Number 500
Air Time.....7:45 a.m.-12:10 a.m.
News Service .....CP
Transcription Service.....All-Canada, MGM Library
Representative .....All-Canada, Weed
Pres., Gen., Comm. Mgr., Chf. Eng...D. L. Smith
Program Director.....Denny J. Comeau
Publicity Director.....William Singer

ONTARIO

CKBB
BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address.....26 Elizabeth St.
Phone Number 5585
Representative .....Young, Mulvihill
News Service .....AP
Pres., Gen. Mgr.....Ralph T. Snelgrove

CJBQ
BELLEVILLE—1946—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number 3200
Air Time.....Full Time
News Service .....BN
Transcription Service.....World, Thesaurus
Representative .....Stovin, Young
Membership .....CARTB, BBN
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....P. R. Flagler
Chief Engineer.....J. B. Buchanan

CKPC
BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....525 Colborne St.

Phone Number 3-2664
Transcription Service .....World
News Service .....BUP
Transcription Service.....World, Capitol
Representative.....J. L. Alexander
Pres., Gen. Mgr.....Mrs. F. M. Buchanan
Station Manager.....Hugh Bremner
Program Director.....Richard Buchanan
Publicity Director.....Jack Wilkinson
Chief Engineer.....Don Williamson

CFJR

BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....17 King St. West
Phone Number 4628
Air Time.....Full Time
News Service .....BUP
Representative .....Stovin, Young
Membership.....CARTB, CCBA, BBM
Pres., Gen. Sta., Comm. Mgr...Jack R. Radford
Program Director.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO

CHATHAM—1926—CBC—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John Beardall
Business ddress.....42 King St. W.
Phone Number 2626
News Service .....BUP
Transcription Service.....Cole, Lang-Worth
Pres., Gen. Manager.....John Beardall
Commercial Manager.....Peter Kirkey

CKSF

CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 4800-01
Air Time.....6:45 a.m.-11:45 p.m.
News Service .....CBN
Transcription Service .....Thesaurus
Representative .....Stovin, McGillvra
Membership .....CARTB
Station Manager.....Fred H. Pemberton
Publicity Director.....Alma Larocque
Program Director.....Carl Fisher
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc.....Power: 1000 Watts d.; 1000 Watts n.
Owned By.....Radio Station CKFI
Business-Studio Address.....242 Scott St.
Phone Number 200
Air Time.....6:55 a.m.-11 p.m.
News Service .....PN
Transcription Service .....Keystone
Representative.....Radio Reps., Cooke
Pres., Gen. Mgr.....J. G. McLaren
Station Manager.....Gordon McBride
Commercial Mgr.....W. H. McLellan
Chief Engineer.....Dick Endseth

CKPR

FORT WILLIAM—1931—CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address.....Victoria Ave.
Phone Number 33477
Air Time.....Full Time
News Service .....CP
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada
Membership .....BBM, CARTB
Pres., Gen. Mgr.....H. F. Dougall
Commercial Manager.....George Jeffrey
Program Director.....J. P. Friesen
Chief Engineer.....W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number 5500
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....PN
Transcription Service .....Associated
Representative .....Radio Reps., Cooke
Pres., Sta. Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Don LeBlanc
Chief Engineer.....J. Milligan

CHML

HAMILTON—1927—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone Number 9-2411
Air Time.....Full Time
News Service .....PN
Representative...Stephens & Tondrow, Young
Transcription Service .....Standard
Membership .....CARTB
President.....Kenneth D. Soble
Station Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....Stafford Habberfield
Program Director.....Russel J. Eastcott
Chief Engineer.....Hugh Potter

CKOC

HAMILTON—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St.
Phone Number 7-4483
Air Time.....5:45 a.m.-1:05 a.m.
News Service .....BUP
Transcription Service.....Thesaurus, World

Representative .....All-Canada, Weed
Membership .....CARTB, CCBA
President.....H. R. Carson
General Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Promotion Mgr.....Mary A. Hill
Program Director.....H. Gibson
Chief Engineer.....Leslie Horton

CJRL
KENORA—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....C. W. Johnson
Address .....Johnson Block
Phone Number 8921
Air Time.....17 hrs.
News Service .....CP, BUP
Representative .....Stovin, Cooke
Membership.....BBM, WAB, CARTB
General Manager.....C. W. Johnson
Station Manager.....J. Thom
Sales Prom. Mgr.....George Balcaen
Chief Engineer.....J. Edwards

CKWS
KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address .....King St.
Phone Number 4405
Air Time.....Full Time
News Service .....PN
News. Afifl. .....Whig-Standard
Transcription Service...Langworth, Thesaurus
Representative.....Natl. Bcst. Sales
Membership .....CARTB
President.....Senator W. R. Davies
Station Manager.....Roy W. Hofstetter
Commercial Manager.....E. Jones
Program Manager.....W. Luxton
Chief Engineer.....Burt Cobb

CJKL
KIRKLAND LAKE—1933—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....No. Bcstg. Co., Ltd.
Address.....44 King St. West
News Service .....PN
Transcription Service...Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....Roy H. Thompson
General Manager.....J. M. Davidson
Station Manager.....Gord Burnett
Commercial Manager.....J. Weatherwax
Sales Prom. Mgr.....Ralph Nelson
Program Director.....Jesse French
Chief Engineer.....C. L. Spence

CKCR
KITCHENER—1930—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.
Business-Studio Address.....125 King St. W.
Phone Number 3-3628
Air Time.....Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Renaud, Young
Pres., Gen. Mgr.....G. Liddle
Publ. Dir., Comm. Mgr.....James C. Mitchell
Program Director.....Stu Monroe
Chief Engineer.....Ion Hartman

CFPL
LONDON—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone Number 2-5201
Air Time.....6:00 a.m.-1:00 a.m.
News Service .....PN
News. Affil.....Free Press
Transcription .....Langworth, World
Representative .....Weed, All-Canada
Membership.....CARTB, BMI, BBM
President.....Walter J. Blackburn
Station Manager.....Murray T. Brown
Production Mgr.....J. N. Illman
Chief Engineer.....Glen A. Robitaille

CHVC
NIAGARA FALLS-WELLAND—1947

Frequency: 1600 Kc.....Power: 5000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address...Rainbow Bridge, Niagara Falls—76 Division St., Welland
Phone .....NI 4110, WE 7269
Air Time.....Full Time
News Service .....BUP
Transcription Service .....Thesaurus
Representative .....Cooke, Alexander
President.....B. Howard Bedford
General Manager.....A. W. Blakely
Commercial Manager.....R. H. Hamilton
Promotion Mgr.....Jack Burghardt
Publicity Director.....George McLean
Chief Engineer.....L. H. Rook

CFCH
NORTH BAY—1932—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address...Bank of Nova Scotia Bldg., Toronto
Phone Number.....EM 3-8894
Air Time.....Full Time
News Service .....CP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Natl. Bcst. Sales
Membership .....CARTB, CCAB
President.....Roy H. Thomson
General Manager.....H. Freeman
Station Manager.....Keith Packer
Commercial Manager.....Bill King
Program Director.....G. Shale
Chief Engineer.....Jack Barnaby

CFOR
ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 1000 Watts

Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....R. R. No. 3
Phone Number 3246
News Service .....BUP
Transcription Service .....World, Cole
Representative .....Stovin
Membership .....CARTB, BBM
President, General Mgr.....Gordon E. Smith
Program Director.....Pete McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB

OSHAWA—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number 3-3415
Air Time.....19 hrs.
Representative .....Alexander, McGillvra
Pres., Gen. Mgr.....Alfred H. Collins
Comm., Sta. Mgr.....Gordon G. Garrison
Program Director.....John Wacku
Publicity Director.....Paul Summerville

CBO

OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Station Manager.....Charles P. Wright

CFRA

OTTAWA—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Ryan Auditorium
Phone Number 3-6241
Transcription Service...Standard, Lang-Worth, Capitol
Representative....Stephens-Towndrow, Weed
President, General Mgr.....Frank Ryan

CKOY

OTTAWA—1949—CBC

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKOY, Ltd.
Address.....272 Somerset St., W.
Phone Number 2-2641
Air Time.....Full Time
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
General Manager.....Dan V. Carr
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Publicity Director.....Allan Chrysler
Chief Engineer.....Ken Puttock

CFOS

OWEN SOUND—1940—CBC

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Address.....270 9th St. E.
Phone Number 1940
Air Time.....Full Time
News Service .....PN
Transcription Service .....World
Representative .....Stovin, Young
President .....Howard Fleming
General Manager.....William N. Hawkins
Commercial Manager.....R. Tomlinson
Program Director.....E. Smith
Publicity Director.....B. Masters
Chief Engineer.....R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co.
Address.....197 Albert St.
Phone Number 1350
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin, Young
Pres., Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutschke
Comm., Prom. Manager....Ramsay F. Garrow
Chief Engineer.....W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Hunter & Water Sts.
Phone Number 2-0451
Air Time.....6 a.m.-12 M.
News Service .....CPN
News. Affil.....The Examiner
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership.....CARTB, CCBA, BMI
President.....W. R. Davies
General Manager.....J. Davidson
Station Manager.....D. R. Lawrie
Commercial Manager.....G. Grady
Program Director.....Wm. Straiton
Chief Engineer.....Allan Taylor

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number.....5-7651
Air Time.....Full Time
News Service .....PN
Transcription Service .....Standard
Representative....Broadcast Representatives, Alexander, Weed
Membership.....CARTB, BBM, CCBA

Pres., Sta., Gen. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Ken MacGray

CKTB

ST. CATHARINES—1933—CBC

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number.....MUtual 4-1174
News Service .....PN
Air Time.....Full Time
Transcription Service .....Standard
Representative.....McGillvra, P. Mulvihill
Membership.....CARTB, BBM, CCBA
President.....W. B. C. Burgayne
General Manager.....Mary C. Burgoyne
Commercial Manager.....V. A. Lococo
Sta., Prom. Mgr., Pgm. Dir.....W. C. Wingrove
Program Director.....Jack Dawson
Chief Engineer.....W. H. Allen

CHLO

ST. THOMAS—1948—CBC

Frequency: 680 Kc.....Power: 1000 Watts
Owner.....Station CHLO, Ltd.
Bus.-Studio Address...Curtis & Mondamin Sts.
Phone Number 3696
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Langworth, SESAC
Representative.....Radio Reps., Cooke
President.....G. C. Nichols
General Manager.....F. A. Bestall
Asst. Manager.....Doug Cole
Commercial Mgr.....Ken Deas
Program Director.....P. K. Dickens
Chief Engineer.....Gord Barber

CHOK

SARNIA—1946—CBC

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number.....Digby 1121
Air Time.....Full Time
Transcription Service .....Lang-Worth
Representative.....Cooke, Mulvihill
Pres., Gen. Mgr.....Claude R. Irvine
Station Manager.....Karl E. Monk
Commercial Manager....Arthur H. J. O'Hagan
Production Mgr.....Phil Clayton
Program Director.....Frank P. Stalley
Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. G. Hyland
Address.....P. O. Box 218
Phone Number.....Algoma 31121
News Service .....PN
Representative.....J. L. Alexander, McGillvra
Pres., Gen. Mgr.....J. G. Hyland
Commercial Manager.....E. Vance
Chief Engineer.....D. N. Irwin

CJCS

STRATFORD—1927—CBC DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank M. Squires
Address.....125 Ontario St.
Phone Number 1675
News Service .....BUP
Transcription Service .....World
Representative.....All Canada, Weed
Membership .....CAB
Sta., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Sls. Prom. Mgr., Pub. Dir.....John E. Phillips
Program Director.....Alex L. Smith
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone Number 6-6416
Air Time.....Full Time
News Service .....PN
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Program Director.....Wilf Davidson
Chief Engineer.....Henry Albert

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number 77-505
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill
Station Manager.....K. Dobson
Program Director.....Basil Scully
Chief Engineer.....J. McRae

CFCL

TIMMINS—1951

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....J. Conrad Lavigne
Address.....175 3rd Ave.
Phone 577
Transcription Service .....SESAC
News Service .....BUP
President.....J. Conrad Lavigne
General Manager.....Rene Barrette

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thomson Bldg.
Phone Number 1-500
Air Time.....Full Time
News Service .....PN
News. Affil.....Daily Press
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CARTB
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....J. W. Pollie
Commercial Manager.....Wally Rewegan
Sales Prom. Mgr..... .....Gerry Hall
Program Director.....Bill Nadeau
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....Midway 5481
News Service.....BUP, Reuters, CP
Transcription Service .....Lang-Worth
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Program Director.....E. L. Bushnell

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....Princess 5711
Air Time.....Full Time
News Service.....BUP, PN
Transcription Service.....Thesaurus, World
Representative .....Young, All-Canada
Membership .....BBM
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....EM 4-4271
Air Time .....Sunrise-sunset
News Service .....BUP
Transcription Service.....Lang-Worth, Capitol
Representative .....McGillvra, Renaud
President.....John H. Part
General Manager.....Robert L. Lee
Commercial Manager.....John Pritchard
Program Director.....Leigh Lee
Chief Engineer.....George Jones

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Air Time.....17 hrs.
News Service.....BUP, Reuters, PN
General Manager (CBC)...J. Alphonse Ouimet
Program Director.....H. G. Walker
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKEY

TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Air Time.....Full Time
News Service.....CP, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....Natl. Bcst. Sales
President.....Jack K. Cooke
Gen., Sta. Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Marietta Pukara
Chief Engineer.....Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Foster Hewitt Bcstg., Ltd.
Address.....1 Greenville St.
President .....Foster Hewitt
Station Manager.....Howard C. Caine
National Sales Mgr.....Keith Davey
Publicity Director.....Frank Somerville
Program Director.....D. Robert Pugh
Chief Engineer.....G. A. Wilson

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address .....Security Bldg.
News Service.....CP, BUP, R.
General Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....M. L. Poole
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKLW

WINDSOR—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—CBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned and Operated By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Josephine St.
Phone Number 158
News Service .....BUP
Transcription Service.....Thesaurus
Representative .....Alexander, Young
Membership .....CARTB
President, General Mgr.....W. T. Cruickshank
Sta., Comm. Manager.....J. J. Cruikshank
Promotion Manager.....V. Dittmer
Publicity Director.....Don Hildebrand
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone Number 2400
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....Langworth
Representative .....Omer Renaud
Membership .....CARTB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....G. Lewis
Program Director.....William Holmes
Chief Engineer.....Gordon Ballantyne

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924—CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number 7347
News Service .....PN
Transcription Service .....SESAC
Representative .....All-Canada, Weed
Membership .....CARTB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....M. E. Large

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number 2201-2
Air Time.....6 a.m.-12 M.
Representative .....Radio Reps.
Membership .....CAB, BBM
President.....J. K. Curran
General Manager.....R. C. Schurman
Chief Engineer.....H. Huestis

QUEBEC

CHAD

AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address....70 Gamble St. W., Rouyn
Representative.....Weed & Co.
Pres., Gen. Mgr.....David A. Gourd
Chief Eng., Asst. Mgr.....Jean Senecal

CBJ

CHICOUTIMI—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
News Service.....CP, BUP, R, PN
Representative .....Fortin
President.....A. D. Dunton
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Comm. Mgr. .....M. Valiqueite
Program Director.....Aurele Seguin
Publicity Director.....Robert Elie
Chief Engineer.....J. Roberts

CHEF

GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....Hains Bldg., 13 Centre
Phone Number 6611
News Service .....BUP
Representative.....Radio & TV Sales
Membership .....CARTB
President .....R. Chaput
Gen., Sta. Mgr.....G. Laliberte
Comm., Prom. Mgr.....F. Normandin
Program Director.....R. M. Dube
Publicity Director.....Bernard Papineau

CKCH

HULL—1933—CBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Syndicats d'Oeuvres Sociales Ltée.
Business Studio Address...121 Notre-Dame St.
Phone Number.....Pr 7-2771

Air Time .....Unlimited
News Service .....BUP
News. Affil.....Le Droit
Transcription .....SESAC
Representative .....Renaud, McGillvra
President.....L. J. Billy
General Mgr.....A. Gratton
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....Y. Dufour
Chief Engineer.....J. L. Champagne

CKRS

JONQUIERE—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....359 St. Dominique St.
Phone Number 2-3551
News Service .....BUP
Representative..Trans-Quebec, Hardy, Young
General Manager.....Tom Burham
Chief Engineer.....Gerard Lemieux

CKLS

LA SARRE—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Radio La Sarre, Inc.
Operated By..Northern Radio-Radio Nord, Inc.
Representative .....Renaud, Weed
Pres., Gen. Mgr.....David Armand Gourd

CKBL

MATANE—1949

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Cie de Radiodiffusion
Address..... .....144 Ave. St. Jerome
Phone Number 355
Air Time.....Full Time
News Service .....BUP
Transcription Service .....Associated
Representative.....Jos. A. Hardy & Co., Ltd.
Membership .....CAB
Pres., Gen., Sta. Mgr.....Rene Lapointe
Commercial Manager.....Octave Lapointe
Pub. Dir., Prom. Mgr.....Jean Daigle
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Yvan Fortier

CBF

MONTREAL—1937—CBC-ABC-MBS NBC

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.
Phone Number.....UN 6-2571
Air Time.....7 a.m.-M.
News Service .....BUP
Membership .....BBM
Manager.....Jean St. Georges
Commercial Manager.....M. Valiquette
Program Director.....Robert Elie
Chief Engineer.....Joseph Marcotte

CBM

MONTREAL—1936—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Radio Canada Bldg.
Phone Number.....University 62571
News Service.....CP, BUP, AFP
Representative .....McGill
President.....A. D. Dunton
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Commercial Mgr. (CBC).....M. Valiquette
Publicity Director (CBC).....R. Elie
Chief Engineer (CBC).....Jos. Marcotte

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Phone Number EX-1184
Air Time.....6 a.m.-12:30 a.m.
News Service .....BUP
Transcription Service .....Standard
Representative .....Weed, All-Canada
Membership .....CARTB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....J. Allan Hammond
Commercial Manager.....T. J. Quigley
Program Director.....J. Howlett
Chief Engineer.....J. Creighton Douglas

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Comp. de Publ. "La Patrie" Ltée
Address.....Sun Life Bldg.
Phone Number.....University 6-6611
Air Time.....18 hrs.
News Service.....BUP, CP
Transcription Service.....Associated
Representative .....Alexander, McGillvra
Pres., Gen. Mgr.....Sen. P. R. DuTremblay
Sales. Sta.. Comm. Mgr.....Flavius M. Daniel

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....University 6-6821
Air Time.....6:05 a.m.-12:35 a.m.
News Service.....BUP, CP
Transcription Service .....Lang-Worth, World, Associated, Thesaurus, Capitol
Representative.....Young, Radio Time Sales
Membership .....CARTB
Pres., Gen. Mgr.....J. Art Dupont
Station Manager.....James A. Tapp
Comm., Prom. Manager.....R. L. Laurion
Program Director.....H. T. McCurdy
Chief Engineer.....Maurice Rousseau

CJMS

MONTREAL—1953

Frequency: 1280 Kc.....Power: 5000 Watts

CKAC

MONTREAL—1922—CBS

Frequency: 730 Kc.....Power: 10,000 Watts n. 5000 d.
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Phone Number.....UNiversity 6-7301
Studio Address.....980 St. Catherine St., W.
Air Time.....19 hrs.
News Service.....BUP, PN, CP, FP
Transcription Service..Associated, Lang-Worth
Representative .....Young, Renaud
Pres., Gen. Mgr...Hon. Sen. P. R. Du Tremblay
Sta. Manager.....Phil Lalonde
Program Director.....Ferdinand Bionde
Chief Engineer.....Leonard Spencer

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Business-Studio Address.....New Carlisle
Phone Number 64
Representative .....Hardy, Young
Membership .....BUP, CAB
Representatives .....Hardy, Young
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Studio Address.....Palais Montcalm
Phone Number 5-8155
Air Time.....7:30 a.m.-M.
Station Manager.....Guy Dumais

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. John St.
Phone Number 2-8177
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP, BUP
Representative .....Young, Hardy
President .....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pelletier
Program Director.....Mr. Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number.....MU 3-4931
Transcription Service.....SESAC, Lang-Worth
Representative.....Radio Time Sales, Young
President.....G. Howard Wert
Vice President.....Peter Nesbitt Thomson

CKCV

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Air Time.....Full Time
News Service .....PN
Transcription Service .....World
Representative .....Renaud, Weed
Membership .....CARTB
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Pgm. Prod. Dir., Chf. Ann.....Marcel Leboeuf
Publicity Director.....Pierre Hudon
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—1937—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....1 St. John St.
Phone Number 2217
News Service .....PN
Transcription Service.....SESAC, Standard
News Service .....PN
Membership .....CAB
Representative .....Stovin, Young
President.....Hon. J. A. Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Sales Prom. Mgr., Pub. Dir.....Guy Ross
Program Director.....Francois Raymond
Chief Engineer.....Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone Number 2727
Transmitter Location.....La Pointe
Air Time.....Full Time
News Service .....BUP
Newspaper Affiliation.....Le St. Laurent
Representative .....Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand

Sales Prom. Mgr.....Luc Simard
Program Director.....Raoul Savard
Chief Engineer.....Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
Phone 450-1
Air Time.....7:00 a.m.-M.
News Service .....UP
Representative .....Renaud
Membership .....CAB
President .....Georges Gagnon
General Manager.....L. Morin
Chief Engineer.....R. Lacombe

CKRN

ROUYN—1939—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....70 Gamble St. W.
News Service .....BUP
Representative .....CBC, Renaud

CHGB

STE. ANNE DE LA POCATIERE—1938

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....G. Thomas Desjardins
Address .....Main St.
Phone Number 101

CKSM

SHAWINIGAN FALLS—1951—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
Phone Number 4494
Transcription Service .....Thesaurus
News Service .....BUP
Representative .....Renaud
Membership .....CARTB
General Manager.....Allen Rogerson
Program Director.....Gaston Tessier
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Phone Number 3-2525
Air Time.....Full Time
Transcription Service.....Thesaurus, SESAC
News Service .....CP
Representative .....Hardy, Young
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Station Manager.....Jean Louis Gauthier
Program Director.....Rene Caron
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Sherbrooke Telegram
Business-Studio Address.....221 Dufferin St.
Phone Number 3-2525
Transcription Service.....Thesaurus, SESAC
Representative.....Radio Time Sales
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Commercial Manager.....Jeanne Tremblay

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....72 Rue Du Roi
Air Time.....6:55 a.m.-11 p.m.
News Service .....BUP
Representative.....Radio & TV Sales
Pres., Elec. Engr.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Sales Prom. Mgr.....Maurice Berube
Program Director.....Claude Rochon
Chief Engineer.....Joseph Cardin

CHLN

THREE RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Phone Number 4-3556
Air Time.....6:50 a.m.-M.
News Service .....PN
Transcription Service .....SESAC
Representative .....Renaud
President .....Honoré Dansereau
Station Manager.....Léon Trépanier
Commercial Manager.....Maurice Dansereau
Program Director.....André Cartier
Chief Engineer.....Oric Lefebvre

CKVD

VAL D'OR—1939

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Address.....70 Gamble St. W., Rouyn
Pres., Gen. Mgr.....David A. Gourd

CKVL

VERDUN—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Studio Address.....211 Gordon Ave.
Phone Number.....PO 6-2311
Air Time.....24 hrs.
Representative...Cooke, Radio & TV Sales Inc.
Managing Dir.....Jack Tietolman
Pub. Dir., Sta. Manager.....Corey Thomson
Commercial Manager.....Judah Tietolman

SASKATCHEWAN

CFRG
GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Phone 155
News Service .....BUP
President.....Dr. R. Morin
Gen., Prom. Mgr.....Dumont LePage
Chief Engineer.....Marc Riou

CHAB
MOOSE JAW—1922—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Phone Number 6464
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Representative .....Stovin, Weed
Membership .....CARTB
President.....W. L. Davis
General Manager.....J. S. Boyling
Commercial Manager.....N. Skingle
Program Director.....R. D. Giles
Chief Engineer.....M. Pickford

CJNB
NORTH BATTLEFORD—1947

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Business Address.....66 E. 1st Ave.
Phone Number 2477-8
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Transcription Service .....Associated
Representative .....Stovin
Membership.....CAB, WAB, BBM
General, Station Manager.Hume A. Lethbridge
Program Director.....Thomas O. Nelson
Chief Engineer.....A. Clint Nichol

CKBI
PRINCE ALBERT—1932—CBC DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Bldg.
Phone Number 2621
Air Time.....19 hrs.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prest
Sales Prom. Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK
REGINA—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....Trans Canada Communications Ltd.
Phone Number 8525
Air Time.....Full Time
News Service.....BUP, PN
Transcription Service .....World
Membership.....CARTB, WAB, BBM, SAB
Representative .....All-Canada, Weed
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Roy Malone
Sls. Prom. Mgr.....Allan Edwardson
Chief Engineer.....E. A. Strong

CKRM
REGINA—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By....Western Communications
Business-Studio Address.....2060 Halifax St.
Phone Number 3-5661
Air Time .....Unlimited
Membership .....CARTB, BBM
Representative.....Radio Reps., Young
Membership .....CAB, BBM
President.....Dr. E. A. McCusker
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Sales Prom. Mgr.....W. A. Smith
Program Director.....B. R. Hill
Chief Engineer.....William MacDonald

CFNS
SASKATOON—1953—CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Phone 93-766
President.....Father J. A. Beaulac
Gen., Comm. Mgr.....Theodore Prefontaine
Program Director.....F. Ippersiel
Chief Engineer.....E. O. Drouin

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number 7917
Air Time.....Full Time
Representative....Radio Reps., Young, Oakes
News Service.....PN, BUP
President.....A. A. Murphy
Station Manager.....Vernon Dallin
Commercial Manager.....Blair Nelson
Program Director.....Roy Currie
Chief Engineer.....Lyn Hoskins

CKOM

SASKATOON—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned-Oper. By..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Phone 2-1271
News Service.....Broadcast News
Pres., Gen. Mgr.....R. A. Hosie
Commercial Mgr.....G. D. Tunnicliffe
Program Director.....G. E. Walburn
Chief Engineer.....William Forst

CJGX

YORKTON—1927—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Phone Number 2258-9
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....CP
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
Membership .....CBA
President .....Dawson Richardson
Gen., Sta. Mgr.....J. M. Shortreed
Sales Prom. Mgr.....J. C. Goodman
Commercial Mgr.....Geo. Gallagher
Chief Engineer.....M. McRae

THOSE WHO KNOW FAMOUS BRANDS....

Says Everett Rudloff, Manager, WJLK, at Asbury Park, N. J., of his own program *As I See It:* "Judging from the reactions of my listeners, the result of using **Associated Press** material has been to give 'As I See It' an authority and impact that attracts regular listenership."

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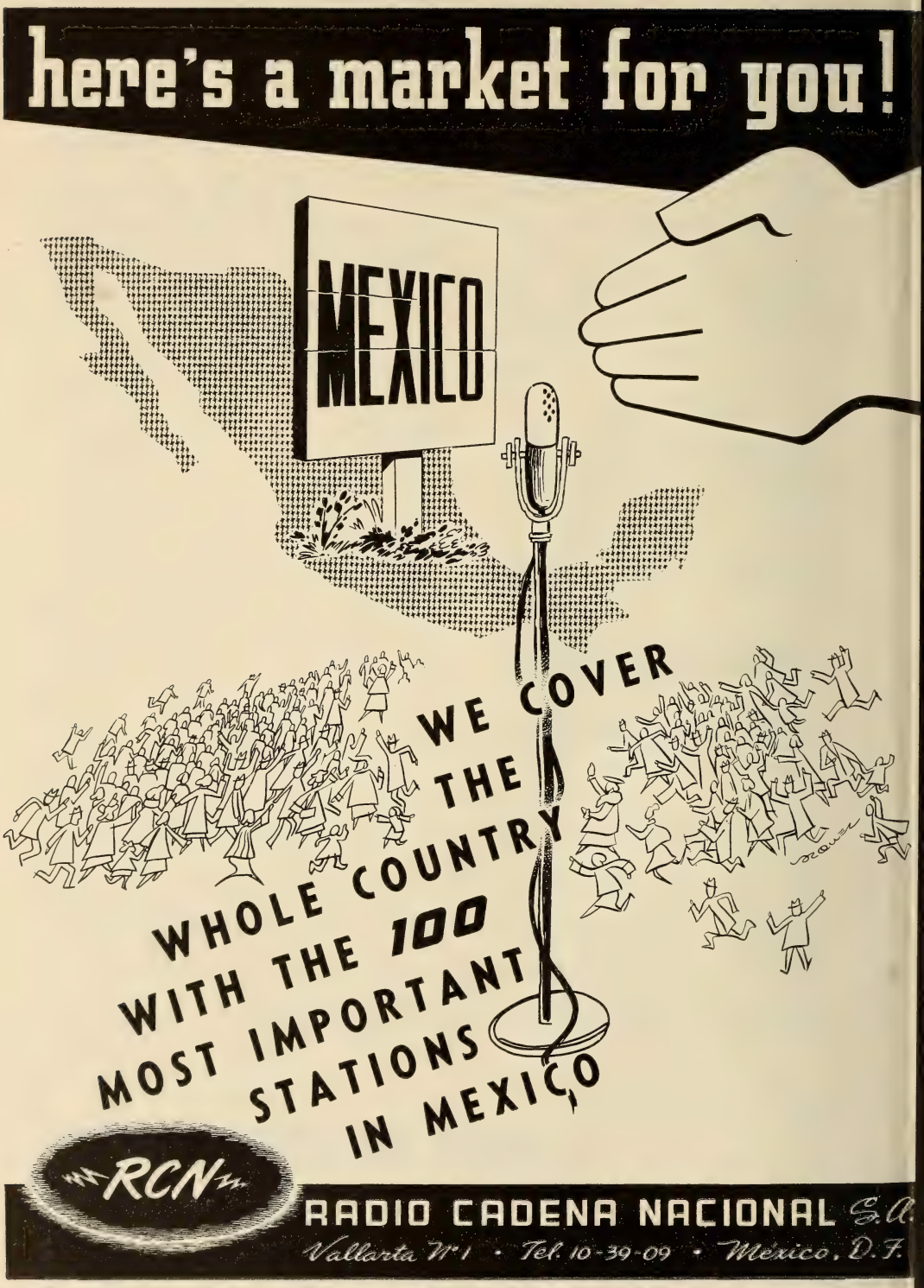
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STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Colima	XEUT	1280	

Location	Call Letters	Frequency	Owner
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Cuernavaca, Mor.	XEJC	1420	Miguel Angel T. Benitez
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
Durango, Dur.	XEDU	860	Carlos C. Armas
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	

Location	Call Letters	Frequency	Owner
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC		
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1400	Man, Aranjo Echeverria
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Monterrey, N.L.	XEJO	1150	
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Mertin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.

Location	Call Letters	Frequency	Owner
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Ocrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Nueva Laredo, N.L.	XEXO	1550	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Pueblo, Pue.	XEHR	1090	Manuel R. Canale

Location	Call Letters	Frequency	Owner
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XEJX	1520	Radio Emisora Queretana
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarioto, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEPO	1400	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tia Quepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Satillo, Coah.	XEKS	1330	Elfrain Lopez
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1370	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XETU	1460	Impuls. Moderna del Radio
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1380	Dario Mondragon
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tuxtla, Gutierrez, Chia.	XEON	710	Enrique Valero Arambula
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera

Location	Call Letters	Frequency	Owner
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreon, Coah.	XEBP	1310	La Voz de la Laguna S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Urupan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A.
Villahermosa, Tab	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez

Location	Call Letters	Frequency	Owner
Camaguey	CMJR	1030	Org. Insular de Radio S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio S.A.
Camaguey	CMJN	960	RHC Cadena Azul S.A.
Camaguey	CMJB	880	Union Radio S.A.
Camaguey	CMJB	850	Union Radio S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	800	Simeon Ferro Martinez
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJM	1080	RHC Cadena Azul S.A.
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHU	1130	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Cruces	CMHK	1210	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	1070	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progesso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMGN	960	RHC Cadena Azul S.A.
Havana	CMBF	950	Radio Universal S.A.
Havana	CMJL	920	Circuito CMQ S.A.
Havana	CMAQ	920	Circuito CMQ S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMAN	840	RHC Cadena Azul S.A.
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	760	La Voz del Aire
Havana	CMKJ	740	Circuito CMQ S.A.
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMCY	590	RHC Cadena Azul S.A.

Location	Call Letters	Frequency	Owner
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKV	600	RHC Cadena Azul S.A.
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGF	1240	RHC Cadena Azul S.A.
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAN	1300	RHC Cadena Azul S.A.
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Pinar del Rio	CMAW	800	Pedro Redondo Fernandez
Pinar del Rio	CMAB	760	Simeon Ferro Martinez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguev
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	850	Circuito CMQ S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKN	930	RHC Cadena Azul S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHI	570	RHC Cadena Azul S.A.
Santa Clara	CMHQ	640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHW	810	RHC Cadena Azul S.A.
Santa Clara	CMHM	970	Cadena Oriental de Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHM	1130	Cadena Oriental de Radio S.A.
Santa Clara	CMHC	1410	
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joacquin C. Pellicer

STATIONS OF BAHAMAS & JAMAICA

Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	880	Jamaica Bcstg. Co.
Montego Bay		1180	

Radio Programas de Mexico, S.A.

Head & General Offices: Bucareli 109
Phones:
Head Office: 35-13-73—12-72-34
General Offices: 36-29-01—12-65-44—13-91-14
P. O. Box 1324
Mexico City, Mexico

—*PERSONNEL*—

President & General Manager ..... Clemente Serna Martinez
Vice President ..... Antonio Eufracio Ontiveros
Vice President ..... H. Nino M.
Publicity Manager ..... H. Rios D.

Radio Cadena Nacional, S.A.

Head Office: Vallarta #1
General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
Mexico City, Mexico

—*PERSONNEL*—

President and General Manager ..... Rafael Cutberto Navarro
Commercial Manager ..... José Horacio Septién
General Auditor ..... Eduardo Martinez Celis
Control Manager ..... Jesús Amor D.
Sales and Recording Manager ..... Héctor Ventura de Castro
Accounting ..... Raquel Burgos Romero
International Division ..... Gloria Barton

Radio Cadena Nacional, S.A.
Member Stations

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Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Acapulco, Gro.	XEKJ	1400
Aguascalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son	XEAQ	1490
Apatzingan, Mich.	XECJ	1340
Celaya, Gto.	XEY	1360
Cd. Acuna, Coah.	XERF	1570
Cd. Camargo, Chih.	XEHA	580
Ciudad Juarez, Chih.	XEJ	970
Ciudad Juarez, Chih.	XEWG	1490
Ciudad Juarez, Chih.	XEF	1420
Ciudad Juarez, Chih.	XEFV	1240
Ciudad Mante, Tamps.	XECM	1450
Cd. Miguel Aleman, Tamps.	XEHI	1470
Ciudad Obregon, Son.	XEAP	1290
Cd. Obregon, Son.	XEHX	1460
Coatzacoalcos, Ver.	XEGB	840
Cordoba, Ver.	XEDZ	580
Cuautla, Mor.	XEWF	1400
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEBW	1280
Chihuahua, Chih.	XEM	1390
Delicias, Chih.	XEJK	1340
Durango, Dgo.	XEDU	860
Empalme, Son.	XEBQ	1240
Gomez Palacio, Dgo.	XERS	1400
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XESP	1400
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEJE	1310
Guadalajara, Jal.	XEAD	1150
Hermosillo, Son.	XEDL	1250
Hermosillo, Son.	XEDM	1580
Iguala, Gro.	XEKF	1360
Irapuato, Gto.	XEYA	970
Jalapa, Ver.	XEJW	1270
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Magdalena, Son.	XEDJ	1450
Manzanillo, Col.	XECS	1400
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Matehuala, S.L.P.	XEFF	1490
Mazatlan, Sin	XERJ	1320
Merida, Yuc.	XEZ	600
Merida, Yuc.	XEMQ	1240
Merida, Yuc.	XEMH	1400
Mexicali, B. C.	XED	1050
Monterrey, N.L.	XET	990
Monterrey, N.L.	XEH	1420
Monterrey, N.L.	XEAW	1280
Monterrey, N.L.	XEG	1050
Morelia, Mich.	XESF	1300
Nogales, Arizona	KNOG	1340
Nuevo Casas Grandes, Chih.	XETX	1400
Nuevo Laredo, Tamps	XEDF	960
Nuevo Laredo, Tamps	XERG	1090
Parral, Chih.	XEJS	1150
Parral, Chih.	XEGD	1520
Piedras Negras, Coah.	XEMJ	920
Poza Rica, Ver.	XEPR	1480
Puebla, Pue.	XECD	1170
Reynosa, Tamps.	XEOR	1390
Sahuayo, Mich.	XEGC	1450
Salamanca, Gro.	XERX	1560
San Luis Potosi, S.L.P.	XEPO	1310
San Luis Potosi, S.L.P.	XESL	1340
San Luis Rio Colorado, Son.	XECB	1450
Santa Ana, Son.	XEAB	1400
Santa Barbara, Chih.	XESB	1400
Tampico, Tamps.	XEFW	810
Tampico, Tamps.	XETO	1370
Tepic, Nay.	XEXT	980
Tijuana, B.C.	XEBG	1550
Tijuana, B. C.	XEAU	1470
Tijuana, B.C.	XEXX	1420
Tlaquepaque, Jal.	XESP	1400
Torreon, Coah.	XETB	1350
Torreon, Coah.	XEOB	1490
Uruapan, Mich.	XEFN	1130
Veracruz, Ver.	XETF	1250
Veracruz, Ver.	XELL	1430
Zacatecas, Zac.	XEXZ	1450
Zacapu, Mich.	XEZU	1270
Zamora, Mich.	XEZM	650
Zamora, Mich.	XEGT	1490
Zapopan, Jal.	XEDV	700
Zihuatanejo, Gro.	XESZ	1450
Leon, Gto.	XELG	680

INTERNATIONAL STATIONS
IN THE UNITED STATES AND CANADA

Licensee and Location	*Call Letters*	*Power*
The Associated Broadcasters, Inc., San Francisco, Calif.	KWID-1	100 kw.
	-2	50 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Mason, Ohio	WLWO-1	75 kw.
	-2	50 kw.
The Crosley Corporation, Bethany, Ohio	WLWO-3	200 kw.
The Crosley Corp., Cincinnati, O.	KQ2XAU	1 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WRCA-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KRCA-1	50 kw.
	-2	50 kw.
	-3	200 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

CANADIAN INTERNATIONAL STATIONS

Licensee and Location	*Call Letters*	*Power in Watts*
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200

Video in Latin America: The Outlook for 1954

By FRANK FOUCE
President
Pan American Television Corporation

TELEVISION while in existence some three and a half years now, can, nevertheless, be considered as being in its infancy in Latin America. At the present time there are six stations operating in three markets in Mexico; eight stations operating in five markets in Cuba; one station in the Dominion Republic; two stations in Venezuela; five stations operating in three markets in Brazil; one station in Argentina and C.P.'s issued for several of the other countries in Latin America.

The reason for so few stations is due to the fact that receiving sets are not being delivered as yet in sufficient quantities to allow existing stations to raise their basic time rates, and since these stations form the nucleus for further expansion, they must obviously be on a paying basis in order for the other principal cities in each country to obtain stations. The chief difficulty at the present time is that receiving sets cost a great deal more than they do in the United States, due to such factors as freight, duties, and so forth, combined with the fact that the per capita income in these countries, in most instances, is much less than in the United States or Great Britain, where sets are manufactured.

For the present only Cuba can afford a micro-wave relay network system and it is highly doubtful that any other country will have such facilities, at least on a national basis, for many years to come.

With these thoughts in mind, Pan American Television Corporation was formed to supply filmed and kinescoped programs throughout Latin America. We have arranged to obtain from the leading motion picture producers in Latin America all of their backlog together with their current and future production, guaranteeing them ample protection for their theatrical playdates. At the present time our catalogue shows many thousands of hours of feature productions. In addition, we are constantly receiving short subjects and complete series in Spanish for the Stations.

For the present, it is not economically feasible to dub English product into Spanish, unless a Sponsor demands it and is willing to contract for a sufficient number of stations to cover the cost involved.

With the interchange of programming between the various countries, I feel certain that each country's culture will be much more easily assimilated by other countries than in the past, resulting in a greater understanding of each other's problems. However, most countries rely on the local type comic for their comedy and variety formats.

The future of live television in Latin America is dependent upon the technical advances made by the Scientists of the industry in devising some means of long distance transmission such as we now have in AM radio. Of course, this is the answer to world-wide television and we find ourselves in the same position exactly as almost all other countries with the possible exception of the United States, insofar as national or regional telecasting is concerned.

In conclusion, our major problems then can be met by lowering the price of the receiving sets to the ultimate consumer and by the technical advancements of long distance transmissions or relay and faith in the future of our markets.

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Asso. Producer.....Phyllis F. O'Brien
Admin. Asst. .....Allis Allen
Admin. Asst. .....Dan D. O'Brien
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17 East 42nd St., New York 17, N. Y.
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President.....Guy Bolam
Services Offered: Sales agency for Radio Luxembourg.

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COMPLETE ★ RADIO,

★ TELEVISION AND

★ FILM PACKAGES

RECORDING DEPARTMENT

COMPLETE RECORDING FACILITIES

☆ ☆ ☆

TRANSCRIPTIONS

☆ ☆ ☆

"ON LOCATION" - REMOTE RECORDINGS

Rockhill Productions, Inc.

18 East 50th

PLaza 9-7979

Vice-Pres.....Joseph F. Hards
V. P.-Treas.....Richard S. Rynd
Services Offered: Music on tape for commercial use, available for dealers and distributors. Program material on tape created and produced for specialty uses.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351
President .....Ann Barbinel
Services Offered: Creating - producing - directing custom built package shows for radio and TV.

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600
President .....Jack Barry
Vice-President .....Dan Enright
V.-P. in Chg. Sales....Edwin S. Friendly, Jr.
Executive Producer.....Myron Oppenheimer
Producers.....Ann Lawton, Jack Farrem, Fred Settner
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Juvenile Jury, Winky Dink and You, Life Begins At 80, Back That Fact, Oh, Baby.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MUrray Hill 9-4175
Owner.....Zach Baym
Services Offered: Distribution of films for TV. 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

IRENE BEASLEY RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.
Phone: PL aza 3-8940
Owner..... Irene Beasley
Services Offered: Program production; package programs.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 36, N. Y.
Phone: LUxemburg 2-1040
Owner.....Viola S. Becker
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

GEORGE R. BENTEL & ASSOCIATES

5617 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-8608
Director .....Carl Coolidge
Services Offered: Scripts.

WALTER BIDDICK CO. (Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 6184
Manager .....Guy Biddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Glenn Biddick
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

1270 Sixth Ave., New York 20, N. Y.
Phone: COlumbus 5-2760
President ..... .Albert Black
V.P., Secy., Treas.....Michael Lippert
Exec. Director.....Julien Roffman
Services Offered: Live and film package shows; commercials for television; radio shows, transcriptions.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236
President .....Ford Bond
Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600
President .....Bob Bories
Services Offered: Radio and TV package producer.

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

WILLIAM F. BROIDY PRODUCTIONS, INC.

5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HEmpstead 6844

President.....William F. Broidy
V.P. & Secry.....Edward J. Kay
Production Mgr.....A. R. Milton
Adv. Dir.....J. L. Kaufman

Services Offered: Studios for rental. Package shows.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930
President.....Edward A. Byron

Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

55 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9244
President .....Bruce Chapman
V.P.-Treas.....Edna Chapman

Branch Offices:

30 rue de Gramont, Paris 2, France
Phone: RIchelieu 80-04
Director .....Dan Morley
Assoc. Dir.....Michael Alexander

22 Davies St., London W. 1, England
Phone: MAyfair 1037
Manager.....Frank Byers

9-10 am Park, Berlin, Schoneberg, Germany
Phone: 71-64-69
Manager .....Rolf Brede

Services Offered: Production of radio & TV programs in U. S. and Europe.

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580
General Manager .....Bob Reichenbach
President.....Harry V. Cheshire

Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Manager .....Ted Collins

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: CRestview 4-2023
Pres. & Exec. Prod.....Walter White, Jr.

Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

FRANK COOPER ASSOCIATES AGENCY

6277 Selma Ave., Hollywood 28, Calif.
Phone: HO 4-7258
N. Y. Phone: VAnderbile 6-5661
President .....Frank Cooper

GOODSON-TODMAN PRODUCTIONS

Creative Programming For Radio, Television and Television Films

41 East 57th Street

New York 22, N. Y.

MARK GOODSON **BILL TODMAN**

V.P. Chge. of N. Y. Office.....Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Executive Secretary.....Gloria Farrier

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

Productions: Man Against Crime, Strike It Rich, First Nighter, The Chase, Second Chance, Wanted By Washington, Those Manning Girls, Glamour Girl.

LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber

8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022

Vice-Pres.-in-Charge .....John Lewellen
Vice-Pres.....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

117 W. 14th St., Kansas City 6, Mo.
Phone: VIctor 2585

President .....Vic Damon
Vice President.....Robert Damon
Treasurer .....Alice Damon
Secretary.....Harry A. Morris
Chief Engineer.....Roger Webb

Services Offered: Commercial, personal and audition recordings on tape, discs at all speeds, Radio-TV shows, spots TV film sound track, air checks; masters, portable recordings. Public address installations, sales-rental service.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer .....Gordon M. Day
Director .....Carol Bulkley

FOUR OF OUR TOPS

TV
BREAK THE BANK
STARRING
BERT PARKS
FOR
DODGE DIVISION OF CHRYSLER CORP.
ABC-TV SUNDAY 10:00 PM EST.

RADIO
HILLTOP HOUSE
STARRING
JAN MINER
FOR
ALKA-SELTZER
CBS RADIO MON. THRU FRI. 3-3:15 PM EST.

MASQUERADE PARTY
STARRING
DOUG EDWARDS
FOR
INSTANT MAXWELL HOUSE COFFEE
CBS-TV MONDAY 9:30 PM EST.

BREAK THE BANK
STARRING
BUD COLLYER
FOR
MILES LABORATORIES
NBC RADIO MON. THRU FRI. 10:45-11 AM EST.

WOLF PRODUCTIONS WOLF ASSOCIATES
420 MADISON AVENUE, NEW YORK, N. Y.

WILBUR STARK-JERRY LAYTON, INC.

Radio and Television Productions
270 Park Avenue, New York

CURRENT

— TV —

"ROCKY KING DETECTIVE"
Starring ROSCOE KARNS
Featuring TODD KARNS

"COLONEL HUMPHREY FLACK"
Starring ALAN MOWBRAY
Featuring FRANK JENKS

— RADIO —

"MODERN ROMANCES"
"HOLLYWOOD STARWAY"

— AVAILABLE —

Dramatic
"ROOKIE COP"
"THE SERGEANT AND THE LADY"
"MISTER FEATHERS"
"AMAZING MRS. TUPPER"
"RENDEZVOUS"
"WOMAN'S DECISION"

Daytime Series
"LADIES CHOICE"

Panel
"WHAT'S THE GAG"

Audience Participation
"WIN FOR HIM"
"THREE TO WIN"
"SPIN THE PICTURE"

Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich
Services Offered: Package programs, radio-TV department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kind.

DEMBY PRODUCTIONS, INC.

34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495
President .....Emanuel Demby
Program Supervisor....Alexander Marshaek
Script Editor.....Allen Swift
Women & Fashions Editor..Mildred Demby
Client Relations.....Hunter Smith
Services Offered: Radio and TV programming, spot announcements. Public relations and merchandising for radio and TV shows. Asian and Latin-American representation for films and press. Films for TV, sales training and public relations.

JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HU 2-1228
Owner .....Jerry Devine
Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.
Phone: MUrray Hill 5-6415
President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035
Manager .....J. Knight
Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President .....Henry Morley
Treasurer ..... Nathan Zucker
Exec. Pro.....Lee R. Bobker
Editorial Chief.....Lester Becker
Sound Engineer.....John De Blau
Film Dist.....M. Pfeiffer
Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

Suite 203, 159 E. Chicago
Phone: MOhawk 4-7050
Owner.....W. M. Ellsworth

Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500
President.....Helen D. Kelleher
Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

ENDORSEMENTS, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: CHickering 4-7257
President .....Jules Alberti
Vice-Pres.....Dr. Harold S. Wadro
Sec.-Treas.....Hazel F. McCabe
Chg. Production.....F. Richard Mansfield
Services Offered: Endorsements and testimonials live and film for TV.

ESTES NEWS AND FEATURE SERVICE

6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766
President .....Bernard Estes
Secretary-Treasurer.....Hazel Estes
Associate Producer.....Jack Sheldon
Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544
Manager .....Edwin Fadiman
Services Offered: Production, Package Shows.

FILM ASSOCIATES, INC.

4600 S. Dixie Ave., Dayton 9. O.
Phone: WAlnut 2164
President-Treasurer....E. Raymond Arn, Jr.
Vice-President.....Mildred G. Arn
Secretary.....Clement V. Jacobs
General Manager.....Edward R. Lang
Office Manager.....Becky Ann Howe
Services Offered: Producers of TV "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities. Complete laboratory service for producers. Model agency.

FISHER PRODUCTIONS

347 East 52nd St., New York, N. Y.
Phone: PLaza 3-5443
Owner .....Maggy Fisher
Assistant .....Marion Mullen
Services Offered: Packaging, writing, directing TV and radio shows.

GEORGE F. FOLEY, INC.

625 Madison Ave., New York 22, N. Y.
President.....G. F. Foley
Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322
Producer.....Walt Framer
Associate Producers.....Joe Gottlieb, Joe Cates, Art Stark, Gary Stevens
Production Supervisors....Mervyn Framer,
Production Supervisors..Mervyn Framer, Sid Tamber, Estelle Citron, Paul Kaczander, Vivian Roberts
Business Manager.....Henry Schmerzer
Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.
Current Productions: Strike It Rich, The Big Payoff, Double or Nothing.

FREMANTLE OVERSEAS RADIO, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344
President.....Paul Talbot
Asst. to Pres.....Lee Volker
Mgr. (Mexico City).....Rene Anselmo
Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227
President.....Allen A. Funt
Production .....Al Slep
Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES

207 East 30th St., New York 16, N. Y.
Phone: ORegon 9-2720
President.....Mitchell Jablons
VP and Gen. Mgr.....Josephine Sacoca
VP in chg. Sales.....Martin Seligson
Casting Director.....Arlene Shelley Gaines
Publicity Director.....Shirley Graf
Director of Media Research....Aaron Settle
NY Office Mgr.....Susan M. Gaines
Offices
7200 Santa Monica Blvd., Hollywood, 28, Cal.
Office Manager.....Chas. B. Rogers
Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Fund raising campaigns on radio and TV. Talent management and personal representation.

Current Productions: "The Editors Speak," "Harlem Serenade," "Buddy Rogers Show," "Revistas del Mediodia."

GALE, INC.

48 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-7100

President .....Moe Gale

Services Offered: Talent, management and production.

GBA-GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 63, Conn.
Phone: Waterbury 3-5272

President .....Joe Gallucci

Box 1224, Denver, Colo.

General Manager.....N. T. Gallucci

Services Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022

Director.....Harold R. Gingrich
Musical Director.....Jack Wonnell
Research Director.....Jessica Petrie

Services Offered: Transcriptions and films, package program and counsellor service.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543

President.....Thomas G. Rockwell
V.P., Chg. Radio-TV Dept..Milton W. Krasny
V.P., Chge. Prod.....Harry Auger

Services Offered: Program production, package shows, artists' representatives.

JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-5959

President .....John Gibbs
Writers Department.....Francis Head
Talent Department.....Bob Ferres

Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson Parr

Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.

President-Gen. Mgr.....Harry S. Goodman

We asked these people to . . .

MAKE UP YOUR MIND-*

Licia Albanese
Leroy Anderson
Edna Best
James J. Braddock
Dick Button
Ilka Chase
Melville Cooper
Bill Corum
Lily Dache
Denise Darcel
Frank Farrell
F. Hugh Herbert
Harry Hirschfield
Edward Everett Horton
Fannie Hurst
Nick Kenny
Ralph Meeker
Mrs. Kathryn Murray
Ogden Nash
John Robert Powers
Georgie Price
Vincent Price
Grantland Rice
Pat Rooney
Zachary Scott
Dorothy Thompson
Lawrence Tibbett
Amy Vanderbilt
Harriet Van Horne
Earl Wilson

We thank them and all the other wonderful people that space prevents us listing, and the Continental Baking Company, the Ted Bates Agency, and CBS for making up *their* minds about this top-rated program created and produced by

Arthur Henley Productions

Shelton Hotel, N. Y. PLaza 5-7145

* © '53 M.U.Y.M. Inc.

Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV....Daniel R. Goodman
Secretary .....H. D. Knuth
Services Offered: Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOODSON-TODMAN PRODUCTIONS

41 E. 57th St., New York 22, N. Y.
Phone: PLaza 1-0600
Partner .....William S. Todman
Partner .....Mark Goodson
Business Manager.....Howard F. Todman
Exec. Dir. of Programs.....Gil Fates
Script Editor.....Eugene Burr
Sales Coordinator.....David Wear
Production Manager.....Mitchell Leiser
Services Offered: Producing and packaging live and transcribed radio and live and finished TV programs.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Gen. Manager.....Harry F. Landon
Comptroller.....Robert M. Volkell
Services Offered: Recording (tape and disc), program production and packages. Transcriptions.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818
General Manager.....Lewis G. Green
Services Offered: Production Spots, TV shows, film.

JOHN GUEDEL RADIO PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YOrk 6291
Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210
President .....Laurence Hammond
Vice-Pres.....Merikay Howard
Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.

3825 Bryan St., Dallas 4, Texas
Phone: Tenison 8158
President .....Linnea Roberts

DRAGNET VII

Art Director.....W. Higgins
Film & Program Director.....R. A. Green
Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145
Producer .....Arthur Henley
Production Asst.....Charline Mernon
Services Offered: Creative programming for radio and television. Complete packages and production, writing and consultation services.
Current Production: Make Up Your Mind.

WEST HOOKER, INC.

853—7th Ave., New York, N. Y.
Phone JUdson 2-3026
President .....West Hooker
Services Offered: Program production and programs, Talent, Artists' Representative.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128
Owner .....Bernard Howard
Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES

1300 Knox Ave., Easton, Pa.
Phone: 3-8493
Chairman.....R. W. Hubbell
Branch Office
120 Broadway, New York, N. Y.
Phone: BArclay 7-7760
Exec.-in-Charge .....Gilbert Parker
Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759
General Manager.....Gustavo Faist Moran
Services Offered: Specialists in Spanish language advertising. Production of Spanish langauge programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Board of Directors:....Patrick E. Shanahan, George Blake, Julia Cooke.

barry
enright
& friendly
inc

"LIFE BEGINS AT 80"
"JUVENILE JURY"
"WINKY DINK AND YOU"
"OH, BABY!"

667 MADISON AVE. NEW YORK 21, N. Y. TE 2-8600

Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

THE JAFFE AGENCY, INC.

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
N. Y. Phone: PL 7-0100
Dir. of Radio-TV.....Mary Baker
Services Offered: Artists' representatives; TX and Radio package producers.

JEWELL RADIO AND TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Illinois
Phone: FInancial 6-4474
President .....James E. Jewell
Vice President .....W. Ralph Jewell
Manager .....Charles P. Flynn
Nat'l. Sales Rep.....Carl Wester
Treas. .....Lincoln Douglass
Musical Dir.....Richard Dix
Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

KAGRAN CORPORATION

4 W. 58th St., New York 19, N. Y.
MUrray Hill 8-0585
Pres., Prod. .....Martin Stone
VP, Merch. Dir.....Allan Stone
Merch. Acct. Execs.....Milton P. Kayle, Daniel G. Forbes
Asst. to Prod.....Joseph Clair, Jerome Coopersmith
Pub. & Prom. Dir.....Murray Benson
Services Offered: Merchandising and TV and Radio package producers.
Current Productions: Howdy Doody, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

MAXINE KEITH

234 W. 44th St., New York, N. Y.
Manager .....Maxine Keith

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890
Pres., Exec. Prod.....James Sonny Kendis
Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403
President .....Jack M. Kurtze
Vice-President .....Lulu Mae Kurtze
Vice President.....John Graves
Executive Producer.....Guy Cooper
Services Offered: Specialized services to advertisers and advertising agencies, produc-

KAGRAN CORPORATION

Martin Stone, President

RADIO and TV PRODUCTIONS

HOWDY DOODY

GABBY HAYES

JOHNNY JUPITER

THE AUTHOR MEETS THE CRITICS

4 West 58th St., New York 19, N. Y. MU. 8-0585

tion, direction and casting facilities for TV, Radio and motion pictures.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700

President.....C. O. Langlois
Secretary .....John D. Langlois
Treasurer .....C. O. Langlois, Jr.
Vice President.....W. O'Keefe
Stations Relations.....Addison C. Amor
West Coast Mgr.....Hugh S. Allen

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

HERBERT S. LAUFMAN & COMPANY

646 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-2370

Partner, Sales .....Herbert S. Laufman

Services Offered: Packagers and producers of TV programs, supervision of production for TV film commercials.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif
Phone: HOllywood 4-0101
N. Y. Phone: PL 9-4422

President .....Jerome Lawrence
Vice-President.....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear

Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083

Partner .....Lester Lewis

Services Offered: TV package shows, personal management.

On Television:
LES PAUL & MARY FORD SHOW (Series)
(Writer-Director thru Fordel Films Inc.)
GREATEST STORY EVER TOLD (Series)
FIGHTS FOR FREEDOM (Series)

Theatrical Releases Through:
RKO-RADIO PICTURES, Inc.
TWENTIETH-CENTURY FOX

(In Preparation) "MISSING PERSONS" & "The COWBOY-DETECTIVE"
"ADVENTURE WITH LEE DICKENS"

The Charles E. Skinner Productions

Producers • Adapters • Consultants

TELEVISION - MOTION PICTURES - RADIO

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New York—Miami Beach—Hollywood & Detroit

Contract Producing for Package Producers
Producers of Sponsored Sales Influence, Commercial Films
NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
FILM — LIVE INTEGRATION
Method for TV

Formerly TV and film
Adapter — DIRECTOR
(Pall Mall Cigarettes)
THE BIG STORY

PHILLIPS H. LORD, INC.
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2211
President.....Phillips H. Lord
Manager.....Dorothy E. Levy
Program Supervisor.....Leonard L. Bass
Services Offereds Radio and TV package shows.

THE FREEMAN LUSK COMPANY
1618 No. Argyle Ave., Hollywood 28, Calif.
President .....Freeman Lusk
Sec.-Treas. .....Elsey V. Horner
Services Offered: Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191
President.....C. P. MacGregor
Manager.....George R. Jones
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MARK VII, LTD.
(For full listing see TV Film Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.
717 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 6-8796
President .....Arnold Marquis
Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS, INC.
521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4
President.....A. W. Marshall
Vice-President .....Harriet Hester
Legal Representative.....Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON
10 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-1120
Partner .....John Masterson
Partner .....John Reddy
Partner .....John Nelson
Director .....Ed Leftwich
Producer .....Jerry Bowne
Production Supvr. .....Ruth Kyle

"If you have a problem that has to do with a radio or television show . . . maybe we have the answer."

ROUNTREE–PRESBREY, INC.

Tel.: PLaza 5-7770

Business Mgr. .....Helen Guy
Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010
Owner .....Alexander McQueen
Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

15 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-0695
President .....Charles Michelson
Secretary .....A Michelson
Divisional Sales Manager.....Ray Linton
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond
Services Offered: Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature of mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
Phone: CIrcle 5-6224; CIrcle 6-2100, Ext. 219
Executive Producer.....Milton E. Stanson
Executive Producer.....Vernon P. Becker
Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

MOLE & LEE, INC.

105 W. 55th St., New York 19, N. Y.
Phone: CIrcle 6-0006
President .....John Mole
Services Offered: Production of packaged shows for Radio and TV.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100
Exec.-in-Chge. of Radio..Wallace S. Jordan
Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

1500 Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
Owner.....Carlton E. Morse
Services Offered: Recording, program production, scripts, package programs.

MORTON RADIO PRODUCTIONS, INC.

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson

"FREEDOM FORUM"
"V.I.P."

FREEMAN LUSK

1618 No. Argyle Hollywood 28, Calif. HO 5-2121

Services Offered: Syndicated Radio & TV shows.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Producer.....Herbert M. Moss
Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
139 Piccadilly, W1, London, England
430 N. Michigan Ave., Chicago, Ill.
9370 Santa Monica Blvd., Beverly Hills, Cal.
105 Montgomery St., San Francisco, Cal.
2102 N. Akard St., Dallas, Texas
837 Book Tower, Detroit, Mich.
45 Newbury Street, Boston, Mass.
1048 Northwestern Bank Bldg., Minneapolis, Minn.
Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Ed. Dir.-Merch.....Milton Paule
Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NATIONAL PRODUCTIONS, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
President.....Robert J. Enders
Vice-President.....Howard A. Enders
Executive Producer.....Robert L. Friend
Coordinator.....Mary Griffin, Jr.
Services Offered: Radio and television complete production. Transcriptions and films; program consultants; producers of motion pictures for television and industry. Commercials, animation, packagers of programs for local sponsorship.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5862
President .....Raymond E. Nelson
Secy.-Treas.....Betty Nelson
Services Offered: Production-direction on retainer or free-lance basis, package production, consultation to agencies and clients,

LES LEAR

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FILMS, PUBLIC RELATIONS,
SPECIAL EVENTS,
PRODUCT REPRESENTATION

Procter & Gamble's
WELCOME TRAVELERS
starring
TOMMY BARTLETT

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TV — 2nd Year

LES LEAR PRODUCTIONS
Hotel Sherman
Chicago 1, Ill.
Phone: FRanklin 2-2100

time buying, filmed commercials, research.
Current Productions: Little Lady Storytime, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AU).

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork
Producer-Dir.,
Executive-Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.
(See Television Film Producers)

PALLADIUM RADIO PRODUCTIONS, INC.
445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8644
Pres.....Monroe W. Greenthal
Services Offered: Package producers.

PAN AMERICAN BROADCASTING CO.
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director.....Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-0069
Owner .....Donald Peterson
Services Offered: Recording, program production (religious, economic).

GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Globe 6-2135
President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production....George L. Price, Jr.
Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER TELEVISION ENTERPRISES, INC.
221 West 57th St., New York, N. Y.

WM. F. BROIDY PRODUCTIONS INC.

4TH CONSECUTIVE YEAR OF TV FILM PRODUCTION FOR KELLOGG* . . .

*Thru LEO BURNETT COMPANY

America's Top TV Series of Western Adventure!

"WILD BILL HICKOK!"

Co-Starring
GUY MADISON • ANDY DEVINE

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Phone: JUdson 6-6800
President .....Bernard J. Prockter

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY PRODUCTIONS, INC.

525 Lexington Ave., New York 17, N. Y.
Phone: MU 8-6745
Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir.....Raymond R. Chambers
General Manager.....Frank Scott

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.

Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show."

REEMACK ENTERPRISES, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-7979
President .....Lou Goldberg
Vice-President .....Ted Mack
Secretary .....Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

STU REYNOLDS PRODUCTIONS

1416 LaBrea Blvd., Los Angeles 28, Calif.
President .....Stuart Reynolds

Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch

Services Offered: Radio and Television package producers and merchandise prizes.

BOB L. ROBERTS PRODUCTIONS

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5
President.....Bob L. Roberts

Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York, N. Y.
Phone: RIverside 9-3647
President .....Richard H. Roffman

Services Offered: Package programs and production, Talent, Public Relations. Guest

"Space Patrol"

CREATED BY

Mike Moser

Sponsored by
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and NESTLE CO.
Over
ABC RADIO AND TELEVISION
NETWORKS

KEEP YOUR EYES ON THE FUTURE
THERE'S MORE COMING FROM
TOWER PRODUCTIONS
11541 Landale, North Hollywood, Calif.

and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
Phone: WA 2-6800

President .....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz

Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979

President.....Stanley J. Wolf

Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178

President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson

Services Offered: Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade."

LESLIE ROUSH PRODUCTIONS, INC.

333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430

President.....Leslie M. Roush
Vice-Pres. .....Jules Sindic
Gen. Mgr.....John Fox

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

Productions: TV Comm'ls: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comm'l Mot. Pix: "Why Nuts & Bolts" (Bethlehem Steel); "Ichabod—The Headless Man" (Assoc. Amer. Railroads); various films for U. S. Navy.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-6063

Production Manager.....Barnard L. Sackett

Services Offered: Complete television service for video stations and advertisers, live

Douglas Sterling Paddock

Consultant

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HESTER
PRODUCTIONS

MARSHALL—HESTER PRODUCTIONS, Inc.

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NEW YORK 17, N. Y.

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MURRAY HILL 7-2722-3-4

and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York, N. Y.
Phone: MUrray Hill 7-8370
President.....James L. Saphier
Mgr. of New York Office.....James Schulke
Services Offered: Radio and TV productions, sale of package programs and talent.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

443 W. 50th St., New York 19, N. Y.
Phone: JU 6-1496-7
President .....Kermit Schafer
Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialtists in cooperative advertising also offers celebrity securing and prize procuring services.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944
President.....Bernard L. Schubert
Services Offered: Talent, production radio and TV package management.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago 1, Ill.
New York *Phone*: LExington 2-1791
President .....Walter Schwimmer
Vice President.....George Guyan
Sales Manager.....Bernie Crost
Program Director.....Arthur Pickens
Services Offered: TV and Radio package programs.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Ray Rand

FROM HARRISCOPE

the finest
in TV sports programming

- **Wrestling**
- **Galopy Racing**

Frank Leahy Presents:

- **Football**
- **Baseball**
- **Tennis**
- **Golf**

For complete information, write

HarriScope Inc.

355 North Beverly Dr.
Beverly Hills, Calif.

Walt Framer Productions

specializing
HIGH RATING
AUDIENCE-PARTICIPATION and DRAMATIC SHOWS at LOW COST

CURRENT . . .
"STRIKE IT RICH"
"THE BIG PAYOFF"
"DOUBLE OR NOTHING"
on TV and Radio

IN PREPARATION . . .
"CRISIS"
"MAKE A MILLION"
"BACKSTAGE REUNION"
"CALLING ON AMERICA"
"THE MAGIC LAMP"
"FREE ENTERPRISE"
"PASS THE BUCK"
"JACK IN THE JUKEBOX"

WALT FRAMER PRODUCTIONS
1150 — 6th AVE. New York 36, N. Y.
OXford 7-3322

Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Set Designer.....Charles Carlotti
Gen. Production Supervisor....William Toth
Camera Directors.....Joseph Burn, George Webber, Drummond Drury
General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep...Albert Kelley

Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 19, N. Y.
Phone: MUrray Hill 5-6626

President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

SONG ADS, INC.

5927 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-6181

President .....Robert Sande
Exec. V.P. Chg. of Sales.....Donald Estey
V.P.-Creative Dir.....Del Porter
V.P.-Music Dir.....Larry Greene
Vocal Director.....Ray Linn

Services Offered: Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

THE SOUVAINE COMPANY

119 W. 57th St., New York, N. Y.
Phone: CIrcle 6-6100

General Partner.....Henry Souvaine

Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Talent .....Al Roth

Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark
Design .....George Shealy

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REPRESENTATIVES
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ROBERT MAYBERRY
LEE WALLACE
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FLaza 3-1862

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New York 19, N. Y.
PLaza 9-2495

Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y.
Phone: PL 3-1742
President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton
Services Offered: Programs and personalities for television and radio.

RICHARD STROUT PRODUCTIONS

Box 614, Hollywood 38, Calif.
Phone: HOllywood 4-0277
President .....Richard A. Strout
Services Offered: Complete production of custom made radio & TV programs and spots. Syndicated shows.

TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y.
Phone: GRamercy 7-0123
President.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-5450
President .....Hal Tate
S. W. Caldwell, Ltd.
Simcoe House, 150 Simcoe St., Toronto, Canada
Phone: PL. 8727

THE TEE VEE CO.

(See TV Film Producers)

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Owner-Musical Consult..Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats
G. Kane Campbell
Radio/TV Producer.....John Gunn
Writers.....Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston,
Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. Television—Program production and consultation, package live and film shows, script, talent. Members of NSTP (Natl. Society Television Producers).

TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal.
Phone: HO 4-5752
Services Offered: Production and sale of television package shows. Now featuring radio and television production of "Space Patrol."

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The world's foremost research and service organization devoted EXCLUSIVELY to all phases of endorsements and testimonials.

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New York 36, New York
CHickering 4-7257

Hollywood • Washington
Chicago • London • Paris

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone JUdson 2-3530

President..... .M. E. Moore

Services Offered: Program productions, syndicated transcriptions, scripts, package programs.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Office Manager.....B. Deck

Services Offered: Open-end transcribed programs, 5 and 15 minute shows featuring top talent.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

President.....John L. Clark

Services Offered: Television and radio writing, direction, production and packaging.

TRENDLE-CAMPBELL-MEURER INC.

28 West Ave., Detroit 26, Mich.
Phone: WOodward 2-9184

President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer

Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066

President.....Richard H. Ullman
Vice-President.....Edward H. Kavinoky
Treasurer .....Minna Thorn
Production Manager.....Bill Jacobs

Productions: Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Beatrice Kay Show, 78 quarter-hour variety transcriptions, Barbershop Harmonies, 156 quarter-hour transcriptions. Tune-O-Musical, giveaway show.

ELY LANDAU INC.

509 Madison Ave., New York 22, N. Y.
Phone: MU 8-4800

Pres. .....Ely Landau
Sec. .....Harold Kovner

Services Offered: Producers of TV programs on film.

The TEEVEE Co.

Producers and Distributors

"LITTLE THEATRE"
"INVITATION PLAYHOUSE"
"CAMERA'S EYE"

117 Quarter Hours in the Can
Produced expressly for Television

The TEEVEE Co.
211 So. Beverly Drive, Beverly Hills, Cal.

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"the house of quarter hour shows"

MILVERNE
PRODUCTIONS, INC.

"Creative TV programming for every budget"

VERNON P. BECKER
MILTON E. STANSON
Executive Producers

"THE JERRY LESTER SHOW"
ABC-TV Network

Tootsie Hippodrome
Western Show.....*ABC-TV Network*
Solo Drama.....*ABC-TV Network*
Kiddie Kollege....*WABD-Dumont*
Man About Music..*WABD-Dumont*
and many others

TV Film And Radio Commercials

Hotel Bryant
230 W. 54th St. Circle 5-6224-5
New York 19, N. Y. Circle 6-2100

UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144
President .....William L. Klein
Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400
Pres. .....Hugh Baillie
Television Mgr. .....Wm. C. Payette
Radio Manager.....John Madigan
Gen. Sales Manager.....Leroy Keller
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; daily wire and film service for TV.

UNITED ARTISTS TELEVISION

(See TV Film Producers)

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6
President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Vice-President.....Elsie F. Valentine
Gen. Mgr., Secy.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO EVENTS, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668
President.....Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

V. I. P.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-0130
President .....Bill Murphy
Vice-President .....Charlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows, servicing out?of-towners with reservations in hotels, theatre tickets and travel accommodations.

VIDEO PICTURES, INC.

(For complete listing see TV Film Producers)

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734
Director Producer.....Chick Vincent
Assoc. Pro. .....Norman Schwartz
Services Offered: Package producers, program production, TV programs, live and film.

W. L. S. ARTIST BUREAU

1230 Washington Blvd., Chicago, Ill.
Phone: MO 6-9700
Co-Partners..George Ferguson, Earl Kurtze
Services Offered: Representing the artists on Radio Station WLS plus others.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050
President, Gen. Mgr.....Edward Wolf
Vice-President .....Herbert Wolf
Exec. Producer-Dir.....Jack Rubin
Sales Manager .....Paul Ross
Services Offered: Radio-TV package production.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., Rm. 332, San Francisco, Calif.
Phone: DOuglas 2-5470
Manager.....Frank Parke Wright
Treasurer .....Sylvia C. Wright
V.P.-Sales .....Perry Hatlen
Vice Pres.....Aphie Tavernas
Services Offered: Merchandised advertising in the food products field.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8
Producer .....Wynn Wright
Producer-Manager.....Charles Granzow
Casting Director..... Helen Wright
Services Offered: Creation and production of radio dramas.
Current Productions: Squad Room, Official Detective, Crime Fighters, Under Arrest, Farm Quiz.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
President .....Frederic W. Ziv
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
Vice-President.....M. J. Rifkin
Treasurer & Comptroller...Joseph L. Moore
Services Offered: Film programs.
Productions: "Favorite Story," "The Unexpected," "Boston Blackie," "The Cisco Kid," "Your TV Theatre," "Story Theatre," "The Living Book," "Yesterday's Newsreel," "Sports Album."

TRANSCRIPTIONS

- **PRESSINGS**
  All sizes, all speeds from three inch to sixteen inch, from 16 rpm to 78 rpm.
- **WORLD'S FINEST ENGINEERS**
- **PROMOTIONAL IDEA SERVICE**
- **COMPLETE PACKAGING FACILITIES**
  Art Work
  Jackets
  Individual Packing
  Mailing Service
- **SCRIPT, MUSIC, PRODUCTION AND CASTING SERVICE**
- **COAST-TO-COAST FACILITIES**
  Studios
  Engineering
  Pressing Plants

COLUMBIA TRANSCRIPTIONS

A DIVISION OF COLUMBIA RECORDS INC.

New York
799 Seventh Ave.
CI-5-7300
Gil McKean, Director
Al Shulman,
National Sales Manager

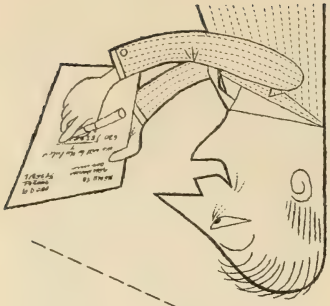
Chicago
410 N. Michigan Ave.
Whitehall-4-6000
Jerry Ellis, Manager

Hollywood
8723 Alden Dr.
Crestview 6-1034
Al Wheeler, Manager

"Columbia" Reg. T. M. U.S. Pat. Off. Marca Registrada

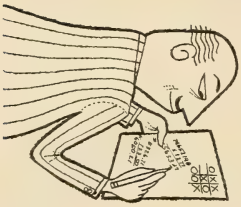
Transcription Companies

- PERSONNEL
- ADDRESSES
- SERVICES OFFERED



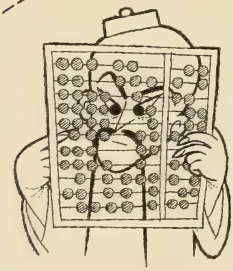
Any way you figure...

RCA VICTOR Transcriptions serve buyers best!



Transcriptions of every description—Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10″ and 12″ microgroove; 12″ and 16″ standard groove . . .

Complete facilities, strategically located—Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country's best-equipped studios and plants, the world's top engineers.



Fast service: large order or small—You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its *best!*

Custom Record Sales

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

TMKS ®

630 Fifth Ave.
Dept. D-10
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. D-10
Chicago 11, Ill.
WHitehall 4-3215

1016 N. Sycamore Ave.
Dept. D-10
Hollywood 38, Calif.
HOllywood 4-5171

TRANSCRIPTION COMPANIES

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881
President.....Paul F. Adler
Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

ALL-CANADA RADIO FACILITIES, LTD.

80 Richmond St. W., Toronto 1, Ont., Can.
Phone: EMpire 6-7691
President.....H. R. Carson
General Manager.....G. F. Herbert
Asst. Gen. Mgr.....Stuart MacKay
Manager .....Robert Tait
Services Offered: Canadian representatives and distributors for transcription companies.

ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 9-5107
619 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-3791
President.....D. K. Broadhead
Vice Pres. of Mgfr.....Sam Salzman
Comptroller.....J. S. Van Leer
Sales Manager.....John F. Wegner
New York Div. Mgr.....K. R. Smith
New York Div. Asst. Mgr.....Hal G. Neely
Wash., D. C. Mgr. & Contr. Dir..W. S. Adams
Services Offered: Processing and pressing electrical transcriptions and phonograph records. All types, sizes, and speeds. Complete recording facilities available.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 5th Ave., New York 21, N. Y.
Phone: JUdson 6-7600
General Manager.....Robert A. Bories
Services Offered: Production of programs for food merchandising for TV and radio.

ARTISTS RECORDING STUDIOS

15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109
Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

221 Fourth Ave., New York 19, N. Y.
Phone: ORchard 4-7400
Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.
Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 54th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 7-3091
President.....Charles E. Rynd
Vice-Pres.....T. J. Merson
Vice-Pres., Treas.....Richard Rynd
Sales Manager.....Ray Rand
Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities transcription and phonograph records, mass tape duplication for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091
President.....Joseph F. Hards
Services Offered: Full library of recordings on tape, recording, program production.

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: COlumbus 5-2517
Owners....Raymond Scott, Dorothy Collins, Leonard Wolf
Officers....Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody
General Manager.....Leonard Wolf
Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

LOCAL RADIO IS HE

MORE THAN

1000

STATIONS

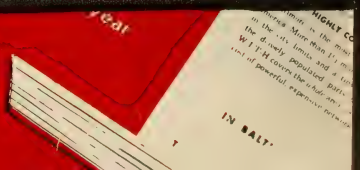
NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

M-M-M-M-M MORE AND MORE FOR '54!

The pot's boiling now with World's biggest, brightest sales-booming ideas.



ALTHIER THAN EVER!

Stronger . . . sturdier . . . this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits hardest and produces the best is booming . . . setting new business records in market after market!

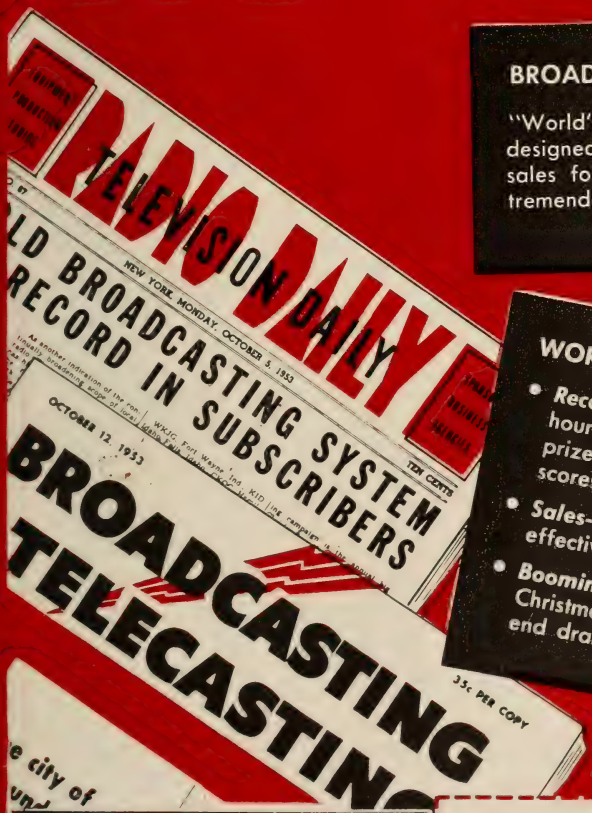
RADIO DAILY REPORTS:

WORLD BROADCASTING SYSTEM HITS RECORD IN SUBSCRIBERS

"As another indication of the continually broadening scope of local radio, World Broadcasting System has hit a history-making record in the radio transcription industry with over a thousand station subscribers to its services."

BROADCASTING REPORTS:

"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions."



WORLD-AFFILIATES REPORT:

- ***Record-breaking sales*** with "YOU WIN"—½ hour telephone quiz series . . . stars, excitement, prizes. "FOOTBALL TIME"—¼ hour shows with scores, predictions, songs, thrills.
- ***Sales-making jingles series*** gives advertisers the effectiveness of commercials on network shows.
- ***Booming sales*** with World's annual package of Christmas programming including ½-hour, open-end drama starring Charles Coburn.

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD
CANADIAN REPRESENTATIVES ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Clip and Mail **NOW!**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. *No obligation.*

STATION MANAGER _____

RADIO STATION _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

LOCAL RADIO IS HEALTHIER THAN EVER!

MORE THAN

1000 STATIONS

NOW SUBSCRIBE TO

WORLD

Never before, have so many stations turned to one source for the answer to hundreds of local sales problems!

Stronger . . . sturdier . . . this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level where it hits hardest and produces the best is booming setting new business records in market after market!

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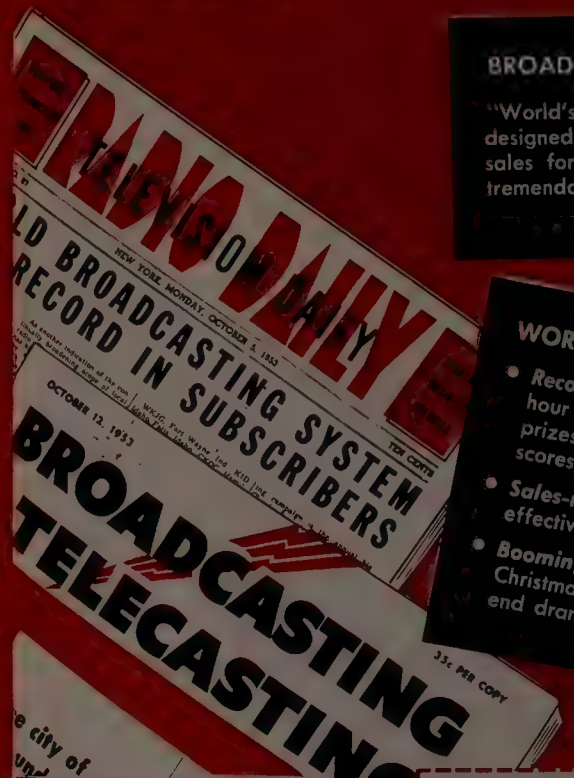

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WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Clip and Mail **NOW!**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. No obligation.

STATION MANAGER _____

RADIO STATION _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

M-M-M-M-M MORE AND MORE FOR '54!
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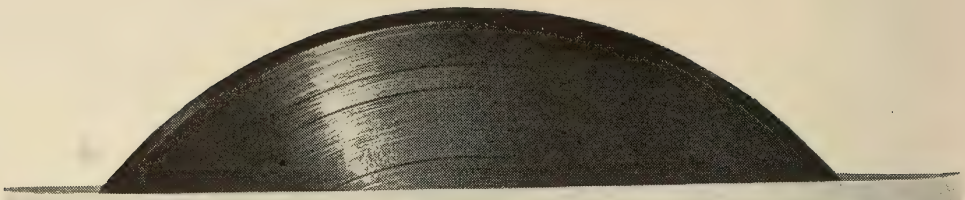


20 YEARS OF RECORD SERVICE

PROCESSING
Better in dozens of ways, because of scientific testing at every step.

PRESSING
Proved better by hundreds of satisfied clients all over the world.

TAPE DUPLICATION
Guaranteed broadcast quality—now used in broadcasts everywhere.

SHIPPING
Allied's cross checking controls assure on-time delivery under any circumstance.

ALLIED RECORD
MANUFACTURING COMPANY

619 W. 54th STREET
NEW YORK, NEW YORK

1041 N. LAS PALMAS
HOLLYWOOD, CALIFORNIA

BELL SOUND STUDIOS, INC.

112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9

President .....Allen Weintraub
Secy.-Treas. .....Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: Kingsdale 2103

President.....Spence W. Caldwell

Services Offered: Syndicated transcriptions, package programs.

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif.
Phone: HOllywood 3-7114
151 West 46th St., New York 36, N. Y.
N. Y. Phone: COlumbus 5-4758

Vice-President.....Walter S. Heebner
Western Sales Rep.....Gene J. Becker
Eastern Sales Mgr.....Herbert I. Sachs
Production Mgr.....John Seely

Services Offered: Custom recording for records and television; mastering, processing and pressing; full library of production music.

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: ROckwell 9-1593

Sr. Partner.....James B. Keysor
Plant Manager.....James B. Keysor, Jr.
Sales Manager.....Richard B. Keysor

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

COASTAL RECORDING CO.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900

Managing Director.....Arthur Shaer

Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. A complete staff for foreign transcriptions. Ampex tape recording.

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

President.....James B. Conkling
Executive Vice-Pres.....Goddard Lieberson
Vice-Pres. Chg. Research
& Development.....James H. Hunter
Vice-Pres. Chg. of
West Coast Op.....A. J. Schrade
Vice-Pres. Chg. of Sales.....Paul J. Wexler
Secretary.....Kenneth E. Raine
Treasurer.....W. G. Wilkin
General Auditor.....Arthur S. Padgett

Services Offered: Records, phonographs and attachments and transcriptions.

COLUMBIA TRANSCRIPTIONS

(A Division of Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

Director.....Gilbert S. McKean
N. Y. Acct. Exec.....Carl Reinschild
Natl. Sales Manager.....Albert Shulman
Manager, Chicago Office.....Girard D. Ellis
410 N. Michigan Ave., Chicago, Ill.
8723 Alden Dr., Los Angeles 47, Calif.
Mgr. L.A. Office.....William A. Wheeler

Services Offered: Studio facilities and manufacturing plants New York, Chicago, Hollywood, all speeds, all size records and transcriptions. Complete package from idea to finished jacketed recording.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: CRestview 4-2023

Pres. and Exec. Prod.....Walter White, Jr.
Associate Prod. .....Bill Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Casting Director.....Miriam Powers
Film Editor....Robert Warwick, Jr. (a.c.e.)
Art Director.....James Sullivan

Services Offered: Hopalong Cassidy, 104 episodes transcribed open-end for radio ½ hr.; "The Clyde Beatty Show," radio; transcribed open-end shows ½ hr.; TV 13 ½ hr. films in color; "Strolling Tom" 156 — 15 min. episodes; "Down Our Way" 26 — 30 min. episodes.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Producer-Director .....Carol Bulkley
Production Manager.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

Mgr., Special Service.....Edward Strauss

Services Offered: Studio rental; records pressed.

IN 1954 . . . RCA's *Thesaurus* will

to more sales!

because *Thesaurus* gives you planned programming — and sales aids such as —

Big-name talent in complete shows . . . Exclusive singing Jingl-Library . . . Special feature program signatures . . . Tailored sound effects for sponsor identification . . . Sales-clinching audition discs . . . Sponsor-selling brochures . . . Exclusive Monthly Marketing Bulletin . . . Sponsor success stories!

to more profits!

because *Thesaurus* cuts operating costs!

Only with *Thesaurus* do you get so many exclusive services that save valuable staff time and reduce your sales expense: Big weekly continuity service . . . Specially prepared marketing research . . . Time and money-saving sales packages that produce peak sales with minimum time and minimum effort on your part!

to more listeners!

because *Thesaurus* gives you top shows, popular big names and plenty of promotion aids!

You can build audiences faster . . . and keep them . . . with these popular, big-name *Thesaurus* shows. Plenty of the kind of promotion you need to *sell* — mats, photos, press releases, tune-in announcements — to keep folks in your area talking about . . . and tuning in . . . your station!

Only with Thesaurus do you get so many exclusive door openers!

1 BASIC LIBRARY OF BIG-NAME SHOWS:

Look at that *Thesaurus* talent roster! Not just big names . . . but big-name shows complete with full continuity, open-end for local announcements. The basic library has a minimum of 52 new musical selections added each month!

2 EXCLUSIVE MARKETING BULLETIN:

Here's a really thrifty way to save staff research time. Marketing Bulletin gives you the latest information on what are the "hot items" for the coming month . . what to promote, who is your likeliest prospect. And, it's exclusive with *Thesaurus!*

3 EXCLUSIVE JINGL-LIBRARY:

The world's largest collection of singing jingles! More than 1800 jingles, for every kind of product, for every situation . . . something to hit the mark with every prospect. Open-end for local tie-in.

4 CONTINUITY SERVICE:

Every week you get expertly written continuity for 31 different shows. In addition the library includes production aids such as voice tracks, theme music, tie-ins, cross-plugs, sound effects . . . plus signatures for sports, news and feature programs.

5 SALES TOOLS:

Thesaurus provides you with sales aids — sponsor-selling brochures, sales-clinching audition discs, testimonials, case histories, success stories, publicity and promotion kits, advertising assistance . . . the works!

RCA's Thesaurus . . . the library that pays its own way!

No other Library offers all these features

And no other service opens doors to more profits, more sponsors and more listeners the way Thesaurus does. Get in touch with a Thesaurus representative today for all the profitable details.

RCA recorded program services

Radio Corporation of America RCA Victor Division

630 Fifth Avenue, New York 20, N. Y. JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Calif. HOllywood 4-5171
522 Forsyth Bldg., Atlanta 3, Ga. LAmar 7703
1907 McKinney Ave., Dallas 1, Tex. RIverside 1371

TMKS®

open more doors for you!

The Hour of Charm

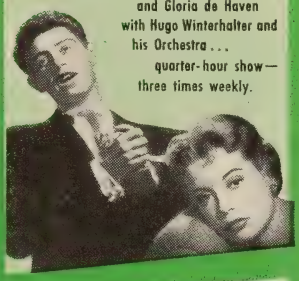
Phil Spitalny's All-Girl Orchestra and Choir — featuring Evelyn and her Magic Violin . . . half-hour show — once a week.

THIS IS YOUR TALENT LIST WITH THESAURUS . . .

The Sammy Kaye Show
The Hour of Charm
The Wayne King Serenade
Music by Roth
Music Hall Varieties
Concert Hall of the Air
Men Behind the Melody

"DATE IN HOLLYWOOD"

Starring Eddie Fisher and Gloria de Haven with Hugo Winterhalter and his Orchestra . . . quarter-hour show — three times weekly.



SONS OF THE PIONEERS

An all-star, quarter-hour musical round-up of Western and Cowboy music at its best . . . five times weekly.

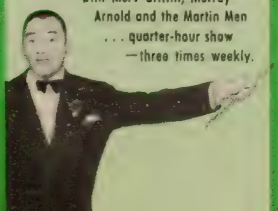
Norman Cloutier
The Freddy Martin Show
Date in Hollywood
Sons of the Pioneers
The Tex Beneke Show
Hank Snow
Music of Manhattan
Church in the Wildwood
Fran Warren Sings
A Festival of Waltzes
The Singing Americans
Vincent Lopez
Music in March Time

The Sammy Kaye Show

Starring Sammy Kaye and his Orchestra with Peggy Powers, Jeffrey Clay, the Kaydets and the Kaye Choir . . . quarter-hour show three times a week.

"the FREDDY MARTIN Show"

Freddy Martin and his Orchestra with Merv Griffin, Murray Arnold and the Martin Men . . . quarter-hour show — three times weekly.



I Hear the Southland Singing
Music to Dream By
Slim Bryant and his Wildcats
Here's June Christy
Organairs
Old New Orleans
Claude Thornhill
Artie Shaw
Ray McKinley
Jumpin' Jacks

The WAYNE KING Serenade

The "Waltz King" and his Orchestra with Harry Hall, Gloria Van, Jacqueline James and the Wayne King Chorus . . . half-hour show — once a week.

DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ontario, Canada
Phone: Empire 3-3383

Manager.....Hal B. Williams

Services Offered: Syndicated transcriptions, package programs.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Secretary.....John Hughes Dwyer

Services Offered: Recording, program production and packages, talent.

FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-5400

President.....C. R. Fine
Operations V.P.....Seymour Moses
Rec. Super.....G. Piros

Services Offered: Equipped for all media. Complete engineering for disc, tape and film including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35mm and 16mm facilities.

FULTON RECORDING CO.

80 W. 40 St., New York 18, N. Y.
Phone: LAckawanna 4-7187

General Manager.....Thomas E. Farrell
Chief Engineer..... .....Robert Doherty

Services Offered: Sound recording, tapes, discs. Ampex tape recorders; Separate facilities for cutting of masters and tape editing. Western Electric magnetic and optical film recorders.

MITCHELL GERTZ AGENCY, INC.

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491

Owner .....Mitchell Gertz
Associate .....Harold Gefsky

Services Offered: Packagers of Radio and TV shows—live and transcribed. Representing authors, actors, composers, directors, playwrights and other artists.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman
Vice-Pres.-Charge Sales.Everett F. Goodman
Vice-Pres.-Charge TV...Daniel R. Goodman
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows,

syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Comptroller-Treas.....Robert M. Volkell
General Manager.....Harry F. Landon

Services Offered: Six medium and large studios available—12 Ampex tape machines—Heated stylus masters, TV, AM spots, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696

President .....George Heid
V.P., Treas.....Margaret Heid
Chief Engineer.....Joseph P. Gearing
Musical Director.....Everett Neill

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.
Phone: PLaza 8-2910

Owner .....Mary Howard
Chief Engineer.....L. MacDonald
Office Manager.....Gretchen C. Howard

Services Offered: Ampex Tape, Scully Lathe, Pic-Sync Generator for synchronizing tape to film—Studio, live, off-the-air recordings; Microgroove recordings, pressings.

FLORRIE JAYE

48 West 48th St., New York 36, N. Y.
Phone: JUdson 6-9734

Services Offered: Custom-built Radio & TV jingles, recordings.

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.
Phone: JUdson 2-2170

Owner.....Estella H. Karn

Services Offered: Recording, program production and packages.

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303

President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Vice-President.....Noel A. Rhys
Vice-President.....Edwin R. Peterson
Vice-President .....William Bayer
Secretary-Treasurer (Dir.).....Arthur Wolf

580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460

V.-P., East. Sales Dir.....Noel A. Rhys
Acct. Executive....Charles A. Hammarstrom
Office Manager.....Eve Bannier
Director of Research.....John Scanlan

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

Five complete recordings of the following libraries:

PAXTON — BOSWORTH — BRULL — ODEON —
AND
FRANCIS DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.
Established 1932
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues Arranged by Our Firm

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President.....Sidney J. Wolf
Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager.....Kay Krause
Program Director.....Jane McFadgen
1330 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 3-2910
Vice-President .....William Bayer
Account Executive.....Henry G. Eschen
75 Post St., San Francisco
Phone: SUtter 1-7440
Account Executive.....Don Kerwin

Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in these Keystone markets, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,653,850.

memo from Ed Hochhauser Jr.

THERE'S ONLY ONE REAL
TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY
AND
ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe
Mgr. of West Coast Oper.....Hugh S. Allen
Station Relations.....Addison C. Amor

Services Offered: Music scoring for television, documentary or industrial pictures—live or from film sound track or magnetic tape libraries. Original music for commercial spots. Transcribed library recorded especially for television stations.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones

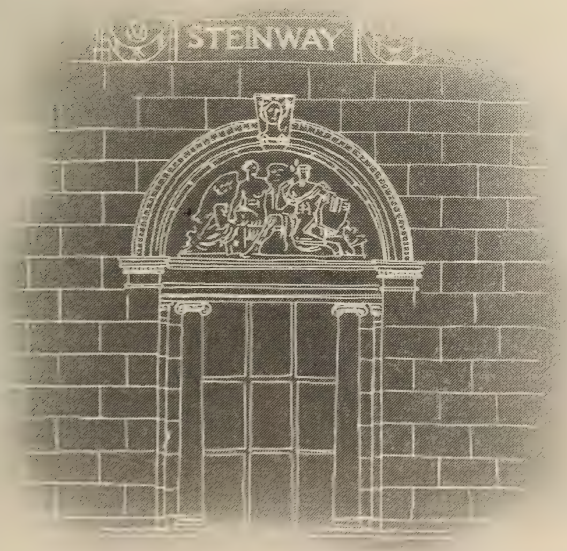
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MASTERPIECE RECORDING CO.

1 E. 54th St., New York 22, N. Y.
Phone: PL 5-9760

Owner-Mgr. .....Nat Levy

Services Offered: Disc, tape and film recording. Studio and remote facilities. Microgroove and standard masters and pressings.



FULL RANGE RECORDING

The Penthouse Studios

of V. J. Nola

STEINWAY HALL

JUdson 6-0040

113 WEST 57th STREET

New York 19, N. Y.

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Nola Studios, Inc., WMCA Building

1657 Broadway, New York 19. N. Y. • PLaza 7-4870

Auditions, AM, FM and TV air checks. Expert tape editing.

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
Sales Manager.....George L .Price
Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end. 78 miracles of religious origin; 78 pertaining to political, social, and economic advancement of mankind.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.
Phone: CIrcle 5-4820
General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerger
Artist & Repertory.....Harry Meyerson
Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr.....Ray Linton
Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183
Owner.....Edwin M. Webb
Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MORTON RADIO PRODUCTIONS, INC.

64 E. Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered: Syndicated transcriptions, package programs.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999
President .....Frank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis
Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the conveni-

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FREE SAMPLE DISKS ON REQUEST

C. P. MacGregor EST. 1929

729 S. WESTERN HOLLYWOOD

DUNKIRK 4-4191

ence of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

221 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice-Pres.....Charles C. Cowley
Vice-Pres. & Treas.....John R. Andrus
Vice-Pres. Nat'l Sales.....Nils W. Hillstrom
Vice-Pres.-Spec. Svcs...Alexander B. Motenko

Wired Music Div.

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. N. Y. Oper.....Ethel W. Maclean
Vice-Pres. Chg. of Sales...Curt H. Pfenniger
Promotion Mgr.....Roger L. Thaxter

Associated Program Service Div.

221 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

V.P. & Gen. Mgr.....Edward Hochhauser, Jr.

Technical Research and Engineering Div.

229 Fourth Ave., New York 3, N. Y.

Vice-Pres.....Emil F. Hembrooke

NOLA RECORDING STUDIOS

1657 Broadway, New York, N. Y.
Phone: PL 7-4870
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
Vice-President .....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Mgr. Film Prod. Facilities.....Peter Wilde

Services Offered: Film-Tape-Disc transcriptions for TV, Radio, Industry and Education—Studio and Location. Shooting facilities — Masters — Processing and pressings — Tape Duplication. Air and Line checks.

PALMETTO BROADCASTING SYSTEM

1 Martin St., Anderson, S. C.
Phone: LD14

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Director .....Jimmy Scribner

Services Offered: Network and Transcription Productions for Radio and Television. Sound Film Recordings, Uncle Remus, the Johnson Family and Doggon Dawn.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

President.....Frank J. Starzel
Vice-Pres., Mgr.....Oliver Gramling

Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the

To Our Many Friends . . .

Thanks for all your help in making our first year such a successful one.

As we enter our second year, we further dedicate ourselves, to produce the finest in recorded entertainment.

Cordially,
Leonard Wolf
GENERAL MANAGER

Hear Your Favorite
DOROTHY COLLINS and
RAYMOND SCOTT Recordings

78 RPM 45 RPM 33 1/3 RPM

AUDIVOX
SOUND ENHANCEMENT
DIVISION OF UNIVERSAL RECORDING CO., INC.

• AUDIVOX RECORDS
• 140 West 57th St.
• New York, N. Y.

sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
President.....George Logan Price
Sales Manager.....S. M. Lauch
Services Offered: Radio transcriptions of morale-building, constructive, open-end 15- and 30-minute programs. Scripts, ideas, commercial tie-ins, production, and advice on talent availabilities. (Not a talent agency.)

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
Vice-Pres., Gen. Mgr..... ..Emanuel Sacks
Manager.....James P. Davis
Artist & Repertoire Mgr.....Ben Selvin
Advtg. & Prom. Mgr.....Frank J. O'Donnell

Custom Record Sales Sections

Manager.....D. J. Finn
Chicago Manager.....A. E. Hindle
Hollywood Manager.....R. C. Bucholz
N. Y. Mgr. Orders & Service
Richard E. Bylandt
N. Y. Sales Rep. (Phonograph Records.....Ralph C. Williams
N. Y. Slide Film Rep.....Marjorie Tahaney
N. Y. Sales Rep.....James R. Cunnison
Chicago Sales Rep.....Geoffrey B. Bennett
Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Sales Manager.....A. B. Sambrook
Central Northeast
Sales Manager.....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....George Field
Southeastern Sales Rep....Wallace Cochran
Central Northwest
Sales Rep.....Hugh Gravel
Southwestern Sales Rep.....Robert Fender
Mgr. Sales Service.....Chas. Broderick
Mgr. Comm'l Research.....Donald D. Axt
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film distributor.

Studios and Regional Offices

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3530
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 4-5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Lamar 7703
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

PROVEN*
QUALITY

COASTAL RECORDING COMPANY, INC.

136 West 52nd Street
Circle 6-3900 New York 19, N. Y.

Fine quality — dependable, rapid service — experienced personnel — have resulted in a representative clientele.

* Proven by the repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER, Managing Director

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Cable Address: ARREFFAY, New York
Phone: JUdson 2-5130
Executive Director.....Oliver W. Nicoll
Assoc. Dir. of Svcs.....Sandra Munsell
Mng. Dir. of Prod.....J. H. Macdonell
Program Coordinator.....Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 3-3382
Chair. of Bd., Secy. & Treas....H. DeVoe Rea
President.....G. Howard Hutchins
Vice-President.....J. Joseph Sameth
Vice-President.....H. L. Bryant
Vice-President.....E. F. Dummel
Service Offered: Complete recording facilities.

RADIOZARK ENTERPRISES, INC.

606 St. Louis St., Springfield, Mo.
Phone: 2-4422
Vice-President, Mgr.....E. E. Siman, Jr.
Vice-President, Mgr.....John B. Mahaffey

Services Offered: Open-end and packaged programs; custom made spots and jingles, script and idea to vinylite pressings. Current programs: Smiley Burnette Show, Geo. Morgan Show, Bill Ring Show, Tennessee Ernie Show.

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: ORegon 9-3550

President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan

Services Offered: Sound recording for motion pictures and television, transcriptions.

ROCKHILL RADIO RECORDING

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President.....Stanley J. Wolf
Sales Manager.....Emanuel H. Wolf
Recording Manager.....Leo L. Launer

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television recordings; Tape recordings.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including specal continuities for holidays. Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

THE CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 18, N. Y.
Phone: CIrcle 6-6915

Exec. Producer-Director..Charles E. Skinner
Associate Producer.....Robert Sloan
Musical Director.....Skitch Henderson
Associate Producer, West Coast Rep. Albert Kelley
Gen. Business Mgr.....Ray Rand
Designer .....Charles Carlotti

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

HARRY SMITH RECORDING STUDIOS, INC.

48 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-2893

Services Offered: Commercial phonograph records, transcriptions and audition records, and all type aid checks.

K. R. SMITH (Division of) ALLIED RECORD MFG. CO., INC.

619 W. 54 St., New York 19, N. Y.
Phone: JUdson 2-3791

Gen. Mgr.....K. R. Smith
Natl. Sales Mgr.....Hal G. Neely

Services Offered: Processing, pressing, shipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275

Owner.....L. S. Toogood

Services Offered: Transcription service and magnetic tape duplicating.

TOWERS OF LONDON, LTD.

67 Younge St., Toronto, Ontario, Canada
Phone: Empire 4-9296

General Manager.....John Adaskin

Services Offered: Syndicated transcriptions.

M-G-M Records

The Greatest Name

In Entertainment

78 RPM

Extended Play Albums

45 RPM

33 1/3 Long Playing Records

Leader In The Field Of

Movie Sound Track Albums

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone: JUdson 2-3530

President.....M. E. Moore
General Manager.....Norm Bart
Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974

President.....J. P. Williams
Executive Vice-Pres.....John S. Zarka
Office Manager.....Bess Deck
Services Offered: Open end transcriptions —quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Emile Cote, Curley Bradley, The Golden Gate Quartet.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066

President.....Richard H. Ullman
Vice-President.....Edward H. Kavinoky
Treasurer .....Minna Thorn
Production Manager.....Bill Jacobs
Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

UNITED FILM & RECORDING STUDIOS

301 East Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114

Gen. Mgr. & Exec. Producer...Wm. L. Klein
Exec. Vice-President.....Wm. C. Hutchings
Management .....Egmont Sonderling
Office & Studio Mgr.....John Brunn
Services Offered: Everything is disc and tape recordings. Also film recordings.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-3718, 2089

Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks. Studios for radio and TV.

UNIVERSAL BROADCASTING SERVICE, INC.

205 Union Savings Bank, Boston 16, Mass.
Phone: LIberty 2-9293

President.....Richard L. Colten
Exec. Vice-Pres.,
Network Operations....P. C. Huellmantel
Vice-Pres., Chief Engr....Michael Pesanelli
Vice-Pres.—West Coast.....Wm. L. Gleeson

UNITED RECORDING LABS.

TAPE — DISC — STUDIOS
Editing

1650 Broadway
New York 19, N. Y.
CI 7-3718-2089

Vice-Pres.—Genl. Sales.....Wm. Scott, Sr.
TV Oper. Mgr.....Wm. E. Scripps
Univ. Bcstg. of Canada..John Batson, Mgr.
University Broadcasting of France
Madame Golda G. Antignac
Univ. Bcstg. Service, Inc.—Sales of Electronic and TV units
President.....J. Louis Mayer
Services Offered: A newly established radio network, interlocking stations in many parts of the U. S. and Canada via tape recording. Programs cover all phases of radio. The network sales departments sells the associated stations time to clients on their behalf. The programs run from five to sixty minutes; no spots sold.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282
General Manager.....Roger LeFont
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use. Complete 16 mm. dummy setup with interlock and facilities for recording 16 mm. and 17½ mm. magnetic. Substantial vinylite pressing business done also.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465
President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Office Manager.....Belinda Richmond
Controller .....Tony Parri
Services Offered: Recording, transcriptions, package programs, masters and pressings.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675
President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riolo
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811
Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
5255 Clinton St., Los Angeles, Calif.
President.....John L. Sinn
Chairman of Board.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Pierre Weis
West Coast Mgr.....James L. Weathers
Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

418 So. Robertson Blvd., Los Angeles 48, Cal.
Phone: CRestview 5-4373
President & Owner.....Gordon Zahler
Services Offered: Complete music service for TV and non-theatrical films; original scores composed, arranged, orchestrated, copied and conducted for theatrical films. Sound effects, scoring, editing, supervision, complete dubbing facilities Wild Bill Hickok, Private Secretary Series, Cavalcade of America and others.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
Vice-Presidents.....Alvin E. Unger, Herb Gordon
Treas. & Comptroller.....Joseph L. Moore
Services Offered: Network and transcription productions; package shows.

WHY IS AP THE BEST?

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

Gains of AWRT Emphasized As Membership Grows

By BETTY ROSS

Director-at-Large of National AWRT and President of Illinois Chapter

SIGNIFICANT strides in both size and stature were made in 1953 by the industry's professional women's organization, American Women in Radio and Television, Inc., with membership now nearing 900, more than double the initial number at our organizing convention just two short years ago. The majority are active members, those who are full-time employed in the radio and television industry or its related fields; and about one-sixth are Associate members, those whose work partially involves radio and TV activities. The entire membership is selected on the basis of professional standing, either in creative program and production work or in administrative and executive functions at the various stations, networks, agencies, service organization, trade associations, and business concerns.

Through the fine stewardship of our national president, Doris Corwith, the counsel of our immediate past president, Edythe Meserand, and the able assistance of our executive secretary, Betty Chapin, our Association has made significant strides during its organizing years.

On the credit side of the ledger for 1953 certainly would be the work and accomplishments of AWRT's Chapters. These are city, state, or regional groups which formed because of their enthusiasm and strong belief in the purposes of AWRT and the important value of women serving in the industry. To give recognition to these Chapters the national office was proud this year to prepare and issue "Certificates of Organization" to eleven AWRT Chapters—New York City, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, Western New York, New England, "Heart of America" including Iowa, Kansas, Missouri, Nebraska, North Dakota, and South Dakota, and "Deep in the Heart of—Texas! These Chapters hold regular meetings, transact business, devise projects, and translate into action at the local area level the objectives and interests of the national organization.

And, AWRT is not without its "Projects." Two such projects have been adopted nationally for consideration by women broadcasters and telecasters across the country. The first was on "Civil Defense" in an attempt to arouse our nation's citizenry to the danger of aggression and attack and inform them of defensive measures which could be taken to protect the home and family. Rather than the usual approach based on fear and destruction, this project stressed the positive side of woman's natural, far-reaching influence in the home. A second project of AWRT was "Woman and her Money." This was undertaken to help women understand their role in our national economy and the importance of their actions in buying, investing, will-making, and handling a major portion of the nation's wealth.

So with these statistics and for this year's work—in substantial increase in membership, in the high personal standards and attractive qualities of its women members, in its projects of national influence, in its monthly publication of "AWRT News and Views," in its good public and community relations, in its advice and counsel to young people contemplating careers in the industry, in its constant attunement to listener and viewer preferences, in its spirited interest in its own endeavors, and mostly in its firm belief and support of the American system of broadcasting and telecasting —we, the *American Women in Radio and Television*, submit our "Statement of the Year" and let our record stand, knowing full well that any true balance of accounts comes through the new challenge of every year and the results of each day's work; for it is through the concerted effort of all members in the industry that significant progress can be made.

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS
GUILDS — ASSOCIATIONS — RADIO-TV GROUPS

ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd.,
Hollywood 28, Calif.
HO 3-8942

OFFICERS

President ..... Charlie Ruggles
1st Vice-President ..... Guy V. Thayer, Jr.
2nd Vice-President ..... Hal Hudson
Secretary ..... Robert Cummings
Treasurer ..... Ernest Felix
Recording Secretary ..... Isabelle Pantone
Secretary to Treasurer ..... Mildred Beach
Corresponding Secretary ..... Robert Pelgram
Director-at-large ..... Don Norman
Director-at-large ..... Harry Koplan
Director-at-large ..... Sidney Solow
Director-at-large ..... Maurice Levy
Director-at-large ..... Don DeFore

FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President ..... Ralph Bellamy
1st Vice-President ..... Maurice Evans
2nd Vice-President ..... Bill Ross
3rd Vice-President ..... Frederick O'Neal
4th Vice-President ..... Margalo Gillmore
Treasurer ..... Paul Dullzell
Recording Secretary ..... John Effrat
Exec. Sec. ..... Angus Duncan
Ass't. Exec. Sec. ..... Willard Swire
Admin. Asst. Sec. ..... Alfred Elting
Auditor ..... Charles Mesurac

COUNCIL

Edward Andrews, Joseph Anthony, Osceola Archer, Philip Bourneuf, George Britton, Thomas Chalmers, Dort Clark, Edwin Clay, Donald Cook, Robin Craven, Doris Dalton, John Drew Devereaux, Alfred Drake, Mildred Dunnock, Paul Ford, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gateson, Wynne Gibson, Dorothy Gish, Richard Gordon, Del Hughes, Kim Hunter, Paul Kelly, Dennis King, Edith King, Ben Kranz, Rusty Lane, Carmen Mathews, Ruth Matteson, Frank Maxwell, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Arnold Moss, Elliott Nugent, William Redfield, Polly Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, David Wayne, Eleanor Wilson, Lois Wilson.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman ..... Stuart Peabody
Vice-Chairman ..... Louis N. Brockway
Vice-Chairman ..... Leo Burnett
Vice-Chairman ..... John C. Sterling
President ..... Theodore S. Repplier
Vice-President ..... Allan M. Wilson
Vice-President ..... George P. Ludlam
Secretary ..... Frederick R. Gamble
Treasurer ..... Paul B. West
Radio-TV Director ..... Gordon C. Kinney
Pub. Rel. Director ..... Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. R. C. Coleson, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42nd St., New York 36, N. Y.
BRyant 9-0430

OFFICERS

President ..... Elon G. Borton
Chairman of Board ..... Robert M. Gray
Secretary ..... Rita G. Eastman
Treasurer ..... Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 36, N. Y.
LOngacre 3-5100

OFFICERS

Chairman ..... Henry Schachte
Vice-Chairman ..... Marion Harper, Jr.
President ..... Edgar Koblak
Treasurer ..... Frederic R. Gamble
Secretary ..... Paul B. West
Managing Dir. ..... A. W. Lehman
Technical Dir. ..... D. B. Lucas

FUNCTIONS

To further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... Earle Ludgin
Vice-Chairman ..... William R. Baker, Jr.
President ..... Frederic R. Gamble
Secretary-Treasurer ..... Winthrop Hoyt
Vice-President ..... Richard L. Scheidker
Vice-President ..... Richard Turnbull
Secretary to Committee on Broadcast Media ..... Kenneth Godfrey

FUNCTIONS

The national organization of the advertising agency business. Aims: To protect, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President.....Joseph P. Selly
Secty.-Treas.....Joseph F. Kehoe
Publicity Director.....Charles Silberman

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres.....James C. Petrillo
Vice-Pres.....C. L. Bagley
Secretary.....Leo Cluesmann
Treasurer.....Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone: Plaza 8-0600. James C. Petrillo, Pres.

220 Mt. Pleasant Ave., Newark 4, N. Y. Phone Humboldt 2-8010. Leo Cluesmann, Sec.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44th St., New York 36, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Alan Bunce
1st Vice-President.....Frank Nelson
2nd Vice-President.....Donald B. Hirsch
3rd Vice-President.....John Gannon
4th Vice-President.....Vinton J. Hayworth
5th Vice-President.....Janet Baumhover
6th Vice-President.....Ernie Winstanley
7th Vice-President.....Bob Bruce
Recording Secretary.....Bruce Grant
Treasurer.....Conrad Nagel
National Executive Secretary.....George Heller

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated witih A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

Honorary President.....Lawrence Tibbett
President.....John Brownlee
1st Vice-President.....Jascha Heifetz
2nd Vice-President.....Leopold Sachse
3rd Vice-President.....Betty Stone
4th Vice-President.....Astrid Varnay
5th Vice-President.....James Pease
Treasurer.....Abba Bogin
Recording Secretary.....Elisabeth Hoeppel
National Executive-Secretary.....Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Boulevard, Hollywood 28, Calif. Phone: HO. 2-2334. Lee Harris, Representative.

216 Pine Street, San Francisco, Cal. Phone: SUtter 1-0855. Theodore Hale, Rep.

188 West Randolph Street, Chicago, Ill. Phone: State 2-0585. Irving Meyers, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: Kingsley 5-4310. Edward Davis, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President.....Neil H. Borden
Vice-President.....Lawrence C. Lockley
Vice-President.....Allen K. Gaetjens
Vice-President.....Donald E. Megatnlin
Secretary.....Ira D. Anderson
Treasurer.....Chas. W. Smitn
Executive Director.....Wm. C. Gordon, Jr.

BRANCH OFFICES

33 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....George C. Biggers
Vice-President.....Richard W. Slocum
Secretary.....Wm. Dwight
Treasurer.....W. L. Fanning
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Manager.

ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 8159. C. M. Flint, Dir. of Research.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

President.....Stanley Adams
Vice-President.....Louis Bernstein
Secretary.....John Tasker Howard
Asst. Secretary.....Geo. W. Meyer
Treasurer.....Saul H. Bourne
Asst. Treasurer.....Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

70 East 45th St., New York 17, N. Y.
MUrray Hill 9-8520

OFFICERS

President...Doris Corwith, NBC, New Yorki..T..
President .....Doris Corwith
NBC, New York (Term expires May, 1954)
Vice-President—Eastern Area.....Dorothy Fuller
WBET, Brockton, Mass.
Vice-President—Southern Area.....Alice Friberg
WCYB, Bristol, Va.
Vice-President—Central Area.....Elizabeth Marshall
WBEZ, Chicago, Ill.
Vice-President—Western Area.....Molly Morse
KFMB, San Diego, Calif.
Secretary-Treasurer .....Jane Dalton
WSPA, Spartanburg, S. C.
Executive Secretary .....Betty Chapin

DIRECTORS

Jane Barton, New York State Radio-Motion Picture Bureau, Albany; Betty Barnett, KSD-TV, St. Louis Nena Badenoch, National Society for Crippled Children & Adults, New York; Betty Ross, NBC, Chicago; and Gertrude Trobe, WBVP, Beaver Falls, Pa.

CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota).

FUNCTIONS

American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
CIrcle 6-1379

OFFICERS

President .....William Kent
Vice-Presidents.....Harry A. Romm, Eddie Elkort, James Lanagan, Jack Russell, Wm. J. O'Halloran, H. C. Moore
Secretary .....Miilton Berger
Treasurer.....Howard L. Hausman
Assistant Secretary.....Ruth L. Simonson
Counsel.....Jack J. Katz

BOARD OF GOVERNORS

Hattie Althoff, Milton Berger, John F. Dugan, Joseph Glaser, Howard L. Hausman, William Kent, Ben Kuchuk, James Lanagan, Nat Lefkowitz, Harold C. Moore, Leon Newman, Wm. J. O'Halloran, Harry A. Romm, Jack Russell, Billy Shaw, Art Weems.

FUNCTIONS

Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45th Street, New York 36, N. Y.
JUdson 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President.....Charles A. Wall
Vice-President .....Karl Bauer
Vice-President.....Richard F. French
Vice-President.....Earl B. Hall
Secretary.....Robert J. Burton
Comptroller.....Alexander D. Nicol

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Paul Morency, Radio Station WTIC; J. Harold Ryan, Storer Broadcasting Co.; Charles A. Wall, BMT.

FUNCTIONS

Associated Music Publishers, Inc. is a publisher and distributor of serious music in the United States and represents many of the principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

President—J. O. Pitt, Can. Fairbanks-Morse Co., Ltd., Montreal, Que.
Exec. Vice-President—Robert E. Day, Bulova Watch Co.

FUNCTIONS

This association was incorporated in March 1917. For 38 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President.....Paul B. West
Vice-President ....Lowell McElroy
Vice-President .....Cy Norton
Secretary.....Peter W. Allport
Chairman of the Board.....B. R. Donaldson
Ford Motor Company
Vice-Chairman .....Guy Berghoff
Pittsburgh Plate Glass Co.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

24 East 39th St., New York 16, N. Y.
MUrray Hill 5-7400

President.....H. V. Kaltenborn
Vice-President .....William Costello
Vice-President .....Raymond Swing
Executive Committee.....George Fielding Eliot, Merrill Mueller, Leon Pearson
Secretary .....John MacVane
Treasurer .....Cesar Saerchinger
Asst. Secy.-Treas.....John W. Vandercook

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Merle Miller
Vice-Pres. .....William Schirer
Secretary .....Phyllis McGinley
Membership Secretary.....Edith Mackin

COUNCIL

Martha Albrand, Cleveland Amory, Betsey Barton, Evelyn Barkins, Howard Breslin, John Brick, Wolcott Gibbs, Samuel Grafton, John Hersey, Helen Hull, Lenard Kaufman, Mrs. Arnold W. Koehler, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Phyllis McGinley, Ralph Moody, Ann Petry, Henry F. Pringle, Marjorie Hillis Roulston, Budd Schulberg, Max Shulman, Rex Stout, John T. Winterich, Theodore H. White, Herman Wouk.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President .....Rex Stout
Vice-Pres. .....John Hersey
Secretary .....Erik Barnouw
Exec. Sec.....Luise M. Sillcox
Treasurer.....Richard Levine

FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
PLaza 9-8425

OFFICERS

Chairman of the Board.....Barry T. Leithead
(President, Cluett, Peabody & Co., Inc.)
Vice-Chairman .....Don Francisco
(Vice-President, J. Walter Thompson Co.)
Vice-Chairman.....Charles T. Lawson
(Vice-President, Nash-Kelvinator Corp.)
Chairman of the Executive Committee...James Hill, Jr.
(President, Sterling Drug, Inc.)
Treasurer .....Louis Hausman
(Vice-President, CBS-Columbia, Inc.)
President.....Henry E. Abt
Vice-President .....Nathan Keats

FUNCTIONS

Conducts a national program of educational activity, to get across to the public the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
Circle 7-0656

OFFICERS

North American Rep.....Basil Thornton
Program Director.....Alec Sutherland
Program Assistant.....Lillian Lang
Transcription Assistant.....Marian Moss
Chief Engineer.....Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. PLaza 4-1234, Ext. 3121. Bernard Moore, U. N. Correspondent.

Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpel, Washington correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCAST ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
MUrray Hill 8-4020

President.....Kevin B. Sweeney
Dir. of Nat'l Prom.....Norman Nelson

BRANCH OFFICE

333 N. Michigan Ave., Chicago 1, Ill. Phone: CEntral 6-5066. Gale Blocki, Jr., Dir. of Midwestern Sales.

BOARD OF DIRECTORS

Charles C. Caley, Chairman, WMBD, Peoria, Ill.
Charles T. Ayres, ABC, New York
Joseph E. Baudino, Westinghouse Radio Stations, Washington, D. C.
John P. Blair, Blair & Co., New York
Kenyon Brown, KWFT, Wichita Falls, N. Y.
Martin B. Campbell, WFAA, Dallas, Tex.
John C. Cohan, KSBW, Salinas, Cal.
Robert Dunville, WLW, Cincinnati, Ohio
Wm. H. Fineshriber, Jr., NBC, New York
Simon Goldman, WJTN, Jamestown, N. Y.
John F. Hayes, WTOP, Washington, D. C.
George J. Higgins, KNBC, Kansas City, Mo.
J. Herbert Hollister, KCOL, Ft. Collins, Colo.
Ward D. Ingrim, KHJ, Los Angeles, Cal.
Edgar Kobak, WTWA, Thomson, Ga.
Howard Lane, KOIN, Portland, Ore.
William McGrath, WHDH, Boston, Mass.
Arch L. Madsen, KOVO, Provo, Utah
John Meagher, KYSM, Mankato, Minn.
James H. Moore, WSLS, Roanoke, Va.
Adrian Murphy, CBS, New York
Good Will stations, WGAR, Cleveland and WJR, Detroit, Mich.
H. Preston Peters, Free & Peters, N. Y.
William B. Quarton, WMT, Cedar Rapids, Iowa
Robert A. Schmid, Mutual, New York
George B. Storer, Storer Broadcasting Co., Miami Beach, Fla.
Kevin B. Sweeney, WDSU, New Orleans, La.
Donald Thornburgh, WCAU, Philadelphia, Pa.
Allen M. Woodall, WDAK, Columbus, Ga.

FUNCTION

The Broadcast Advertising Bureau, Inc., is a service organization supported by the entire Radio Industry and devoted solely to the promotion of Radio as an advertising medium.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec.-Director .....Ronald Bridges
Asst. Exec. Diir.....W. B. Goodman
Director of Television.....Albert Crews
Business Manager.....Arthur W. Rhinow
Director of Films.....S. Franklin Mack
Director of Radio Prod.....John Gunn
Supervisor Special Events.....Arthur Austin

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464. George Heimrich, Diirector of Radio & TV

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President .....Carl Haverlin
Vice-President—General Counsel.....Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher and Writer Relations, Sect.....Robert J. Burton
Vice-Pres. in Charge of Non-Radio License
Harry P. Somerville
Vice-Presi. in charge Station Relations..Glenn Dolberg
Vice-Pres. in charge Foreign Relations..Jean Geiringer
Vice-Pres. in charge Station Service.....Roy Harlow
Comptroller.....Alexander D. Nicol
Assistant Treasurer.....Charles E. Lawrence

BOARD OF DIRECTORS

Chairman, Justin Miller, NARTB, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadmore; Ray Diaz, ABC, N. Y.; Joseph Baudino, Westinghouse Radio Stations Inc., Wash., D. C.; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KCOL, Ft. Collins, Colo.; Leonard Kapner, WCAE, Pittsburgh; Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

STATION RELATIONS

Glenn Dolberg, Director; Ralph Wentworth, James L. Cox, Al Martin, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey Owings.

NON-RADIO LICENSING DEPT.

Vice-President.....Harry P. Somerville
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 1549 N. Vine St., Hiillside 7-7447; Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.
Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of

affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT

85 Richmond Street West,
Toronto 1, Ontario, Canada
EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.

Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.

Treasurer: Athol McQuarrie, Assoc. of Canadian Advertisers, Toronto.

Executive-Secretary: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; Walter E. Powell, Canadian Broadcasting Corp., Toronto, Ont.; W. E. Trimbie, Baker Advertising Agency Limited, Toronto, Ont.; G. C. Hammond, Cockfield, Brown & Co. Ltd., Montreal, P. Q.; A. M. Sanderson, Whitehall Pharmacy Ltd., Toronto; Lee Talley, Coco-Cola, Ltd., Toronto, Ont.; G. F. Mills, Spitzer & Mills Ltd., Toronto.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
3-4036

President of the Board.....F. H. Elphicke
Vice-President of the Board.....E. F. McDonald
Exec. Vice-President.....T. J. Allard
Secretary-Treasurer.....Flora Love
Copyright Counsel.....Samuel Rogers
French Language Counsel.....Guy Roberge

F. H. Elphicke, Vancouver, B. C.; E. F. MacDonald, Halifax, N. S.; William Rea, New Westminster, B. C.; Gerry Gaetz, Edmonton, Alta., H. A. Crittenden, Regina, Sask.; John Craig, Brandon, Man.; J. E. Campeau, Windsor, Ont.; F. B. Ricard, Sudbury, Ont.; Wallace Saltter, Guelph, Ont.; J. M. Davidson, Toronto, Ont.: J. P. Lemire, Hull, P. Q.; J. A. Dupont, Montreal, P. Q.; Henri Lepage, Quebec City, P. A.; D. Malcolm Neill, Fredericton, N. B.

BRANCH OFFICE

373 Church St., Toronto, Ont. Phone: EM. 4-8244.
Director of Adv. & Research.....Patrick Freeman

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 120 privately owned (independent) broadcasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-Pres.....Pat O'Brien
2nd Vice-Pres.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Jane Taylor
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain.....Rev. Vincent J. Brosnan
Treasurer.....Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....William Fay
Vice-Pres.....Richard Reid
Vice-Pres.....Joseph A. Duffy
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS

President.....Sir Ernest MacMillan, B.A.,
General Manager.....William S. Low

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-seven (27) countries.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President.....Moss Hart
Vice-Pres.....George S. Kaufman
Secretary.....Dorothy Fields
Exec. Sec.....Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

OFFICERS

Hon. Presidents.....Rt. Rev. Henry Knox Sherrill,
Rt. Rev. Horace W. B. Donegan
President.....Vinton Freedley
Vice-Presidents.....Rev. Randolph Ray,
Charles Coburn, Bobby Clark, Peggy Wood
Rec. Secy.....Rev. Chas. Breck Ackley
Treasurer.....John Knight
Exec. Secy.....Helen Morrison

COUNCIL

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Mrs. Milo Boulton, Leo G. Carroll, Margaret Dale, Mrs. Owen Davis, J. Colville Dunn, Carl M. Eckstrom, Boris Karloff, Tessa Costa, Thais Lawton, Harry McNaughton, Reginald Mason, Raymond Massey, Carmen Mathews, Margery Maude, John Morley, Kate Oglebay, Helen Ormsbee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, George Somnes, Frances Starr.

FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

400 DeSales Bldg., Washington, D. C.

President.....Fred W. Albertson
1st Vice-Pres.....Vincent B. Welch

2nd Vice-Pres.....Percy H. Russell, Jr.
Secretary.....Everett D. Johnston
Treasurer.....Robert M. Booth, Jr.
Delegate to American Bar Assn...Arthur W. Scharfeld

EXECUTIVE COMMITTEE

Corwin Lockwood, Jr., William J. Dempsey, Vernon L. Wilkinson, George O. Sutton, Leonard H. Marks, Stephen H. Fletcher.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....Edward F. Howrey
Commissioner.....Lowell B. Mason
Commissioner.....James M. Mead
Commissioner.....Albert A. Carretta
Commissioner.....John W. Gwynne
Sec. to the Commission.....Alex. Akerman, Jr.
Executive Director.....Robert M. Parrish
Legal Advisor and Asst. to the Chairman
David C. Murchison
Executive Assistant for Public Affairs..Fitzhugh Green
General Counsel.....Earl W. Kintner
Dir., Bur. of Antimonopoly.....Joseph E. Sheehy
Dir., Bur. of Antideceptive Practices.Daniel J. Murphy
Dir., Bur. of Industry Cooperation....James A. Horton
Dir. of Hearing Examiners.....Everett F. Haycraft
Dir., Bur. of Industrial Economics
Corwin D. Edwards (on leave)
Acting Dir., Bur. of Industrial Economics
Dr. Jesse W. Markham
Dir., Bur. of Administration.....Alex. Akerman, Jr.

BRANCH OFFICES

U. S. Court House, Foley Square, New York 7, N. Y. Rolf H. Kielland, Attorney in Charge. COrtlandt 7-7100.

Room 1500, 173 W. Madison St., Chicago 2, Ill. Donald P. MacDonald, Attorney in Charge. FInancial 6-0790.

Room 133, Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Attorney in Charge. KLondike 2-2350.

Room 811, U. S. Court House, Seattle 4, Wash. Walter W. Harris, Attorney in Charge. MUtual 3300.

Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott, Attorney in Charge. CAnal 3481.

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Manager.....Suzanne Weltman
Prog. Dir. & Pub. Relations.....Jacqueline Landry

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

FUNCTIONS

Specifically, the Institute acts as sponsor for an Annual Exhibition of Educational Radio and Television Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President.....W. R. Hewlett
Vice-President.....M. J. H. Ponte
Treasurer.....W. R. G. Baker
Secretary.....Haraden Pratt
Editor.....J. R. Pierce
Executive Secretary.....G. W. Bailey

DIRECTORS

S. L. Bailey, A. N. Goldsmith, J. T. Henderson, A. G. Jensen, A. V. Loughren, C. J. Marshall, J. W. McRae, L. E. Packard, J. M. Pettit, C. A. Priest, J. R. Ragazzini, George Rappaport, J. D. Ryder, B. E. Shackelford, D. B. Sinclair, A. W. Straiton, J. A. Stratton, Ernst Weber, H. W. Wells.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTERCOLLEGIATE BROADCASTING SYSTEM

2808 Erie St., S.E., Washington 20, D. C.
Victor 7210
706 Sanders Ave., Schenectady 2, N. Y.
Schenectady 3-6028

OFFICERS

President.....George Abraham
Vice-Pres. & Operations Mgr.....David W. Borst
Treasurer.....James R. Wylie
Secy. & Prog. Mgr.....Howard C. Hansen
Engineering Dir. & Bulletin Editor.Richard H. Crompton
Sales Promotion & Pub. Relations Mgr.
Thomas M. Blaisdell
General Counsel.....Vail Pischke

DIRECTORS

Garrett L. Starmer, Herbert B. Barlow, Francis J. Heyden, Takashi Kako, John B. Roberts.

BRANCH OFFICES

I. B. S. Storrs, Connecticut; University of Oklahoma, Tulsa, Okla.; 113 Locust Drive, Baltimore 28, Md.; 1562 Van Vranken Ave., Schenectady 8, N. Y.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

Chairman, Bd. of Trustees....Wm. Degen Weinberger
President.....Eddie Cantor
Exec. Vice-Pres.....Harry E. Gould
1st Vice-Pres.....George Jessel
Vice-Presidents.....Jack Benny, Jack Bregman, Emil Friedlander, Marcus Heiman, A. A. Jaller, Ted Lewis, Wm. Morris, Jr., Jack Pearl, James Sauter, Milton Weintraub
Treasurer.....Abe Lastfogel
Asst. Treasurer.....Nat Lefkowitz
Chairman of Relief.....Dr. Leo Michel
Legal Committee.....Henry M. Katz
Chaplain.....Rabbi Abraham Burstein
Executive Secretary.....Dave Ferguson

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N. W.,
Washington 6, D. C.
Hudson 3-6620

Executive Director.....Ralph Steetle
Chairman.....Dr. Edgar Fuller, Nat'l Council of Chief State School Officers
Vice-Chairman.....Dr. David D. Henry, American Council on Education

JCET MEMBERS

Dr. Franklin Dunham, Association for Education by Radio-Television; James H. Denison, Association of Land-Grant Colleges and Universities; Graydon Ausmus, National Association of Educational Broadcasters; Dr. Albert N. Jorgensen, National Association of State Universities; Dr. Belmont Farley, National Education Association.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd .....William Gaxton
Boy .....Fred Waring
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Herman Phillips
Treasurer.....James E. Meighan
Librarian.....Harold G. Hoffman

DIRECTORS

Earl Benham, Joseph S. Buhler, Harry Hershfield, Conrad Nagel, Lep Solomon, Ralph Bellamy, Happy Felton, Emil Friedlander, Horace MacMahon, Arthur Vinton, Joseph Downing, Len Doyle, Robert Griffith, H. Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: Bert Lytell, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

LOWELL INSTITUTE COOPERATIVE BROADCASTING & STATION WGBH

Symphony Hall, Boston 15, Mass.
KEnmore 6-6522

President .....Ralph Lowell
Gen. Mgr., Station WGBH.....Parker Wheatley
Asst. Mgr. for Operations.....Hartford N. Gunn, Jr.
Dir., Community Relations.....Ann Doyle

FUNCTIONS

The Lowell Institute and Boston College, The Boston Symphony Orchestra, Boston Museum of Fine Arts, Boston University, Harvard University, Mass. Institute of Technology, New England Conservatory of Music, Northeastern University, and Tufts College, cooperate in the operation of non-commercial educational station WGBH and in the presentation of educational broadcasts over Boston's commercial stations.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

President .....Robert Miller
Vice-President .....Joe Santly
Treasurer .....Chas. Lang
Executive Secretary.....Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Edgar Burton, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Harry Santly, Sammy Smith, Jack Spatz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Louis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victoria Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS

President.....Mrs. Clara S. Logan
1st Vice Pres.....Dr. Richard Atkinson
2nd Vice Pres.....Dr. Lee DeForest
Recording Secretary.....Mrs. Victor Roberts
Correspondence Secretary.....Mrs. A. Stanley Adams
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 11, Ill. Phone: DElaware 7-7017, J. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Univ. of Ill., Urbana, Ill.

Urbana 7-6611, Ext. 2779 and 3174

OFFICERS

President ..... Graydon Ausmus
Vice-President ..... John Dunn
Treasurer ..... Frank Schooley
Secretary ..... Armand Hunter
Executive Director ..... Harry J. Skornia

DIRECTORS

Region I: James MacAndrews, WNYE, Board of Education, 29 Ft. Greene Place, Brooklyn, N. Y.; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Paul B. Rickard, Director of Radio and TV, Wayne University, Detroit, Mich.; Region IV: Richard B. Hull, Director of TV and Radio, Iowa State College, Ames, Iowa; Region V: Marguerite Fleming, KSLH, Board of Education, 1517 S. Theresa Ave., St. Louis, Mo.; Region VI: Allen Miller, KWSC, State College of Washington, Pullman, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President ..... Fred Waring
Treasurer ..... Don Voorhees
General Counsel ..... Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS

Address care of President

President ..... Jack Jackson, KCMO, 125 E. 31st St., Kansas City, Mo., Jefferson 6789
Vice-President ..... Frank Atwood, WTIC, 26 Grove St., Hartford, Conn. 5-0801
Sec.-Treas. ..... Merrill Langfill, KMA, Lowell & Elm Streets, Shenandoah, Iowa, 192
Historian ..... Herb Plambeck, WHO, 914 Walnut St., Des Moines, Iowa. 3-7147
CHATS Editor ..... Harvey Dinkins, WSJS, 419-21 N. Spruce St., Winston-Salem, N. C. 5-2311

FUNCTION

NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chairman of Board ..... Charles H. Watts
President ..... Kenneth B. Willson
1st Vice-Chairman ..... Warren Agry
2nd Vice-Chairman ..... Lorimer B. Slocum
Secretary ..... Lowell Shumway
Treasurer ..... Frank F. Soule

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877
Room 504

WEST COAST OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NAT. TELEVISION FILM COUNCIL

1501 Broadway, New York 36, N. Y.
LO 4-8234

OFFICERS

President ..... Arche Mayers
(Unity TV, N. Y. C.)
V.P., Press Rep. ..... Sally Perle
(Mesal Organizations, N. Y. C. OR 9-3747)
Secretary ..... William Van Praag
(Van Praag Prods., N. Y. C.)
Treasurer ..... Waldo Mayo
(Mayo Productions, N. Y. C.)

BOARD OF DIRECTORS

Melvin L. Gold, Chairman, National Screen Service, N. Y. C.; Bill Holland, Hyperion Films, N. Y. C.; Henry Brown, Atlas Television Corp., N. Y. C.; Sidney A. Mayers, Attorney, N. Y. C.; David Savage, WCBS, N. Y. C.; Lou Feldman, Tri-Art Color Corp., N. Y. C.; Frank Bibas, McCann-Erickson, N. Y. C.; Dr. Alfred N. Goldsmith, RCA Chief Consultant, N. Y. C.; Andrew Jaeger, PSI Productions, N. Y. C.; William Reddick, W. J. German Co., N. Y. C.; David Bader, TV Film World, N. Y. C.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President ..... Louis Handin
First Vice-Pres. ..... Ben Walker
Second Vice-Pres. ..... Dorothe A. Masters
Treasurer ..... Lester Rose
Secretary ..... Bettie North

DIRECTORS

Jack Boyle, Leonard Conner, Jeanette Dupre, Bob Jones, Henry Lewinsohn, Ruth Lyons, Lillian McNeill, Edna Osborne, Evelyn Silver, Evelyn Saunders Sollisch, Joe Verdi, Joe Woods Chaplain, Harry Jackson.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism, fraternal and welfare activities among the members of the theatrical profession.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
Circle 5-4343

OFFICERS

President ..... Noble Sissle
Vice-President ..... Leigh Whipter
Executive Secretary ..... Lillyn Brown
Treasurer ..... W. C. Handy
Assistant Treasurer ..... A. Edward Walters
Recording Secretary ..... Evelyn Davis
Assistant Secretary ..... Lillian Roberts
Chaplain ..... Dr. John H. Johnson
Counsel ..... Harry G. Bragg

FUNCTION

To help indigent performers.

PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION

2043 Locust St., Philadelphia 3, Pa.
LO 4-0886

President.....Patrick J. Stanton
Vice-President.....William B. Caskey
Treasurer.....John D. Scheuer, Jr.
Secretary.....Max M. Leon
Executive Secretary.....Josephine Oris

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President.....Rocco Vocco
President.....Robert Miller
Vice-President.....Joseph Santly
Treasurer.....Charles Lang
Executive Director.....Bob Miller
Board of Governors.....Bob Baumgart, Edgar Burton, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Harry Santly, Sammy Smith; Jack Spatz.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director.....Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director.....Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary.....Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
PLaza 7-7600
Central Broadcasting Headquarters,
1 Englischer Garten, Munich, Germany

OFFICERS

Director.....Robert E. Lang
Deputy Director.....George Caesar
Asst. Director.....Thomas H. Brown, Jr.
Program Director.....Melvin P. Womboldt
Public Relations Director.....Alton Kastner
Policy Advisor.....Lewis Galantiere
Chief Engineer.....Claud Harris
European Dir. (Munich Office).....Richard Condon

FUNCTIONS

Radio Free Europe, a private organization supported by contributions to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria. In its programs, written and broadcast by freedom loving exiles, R. F. E. brings the captive peoples behind the iron curtain news of the free world and their own countries, knowledge that they are not forgotten, and hope for their liberation.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 22, N. Y.
PLaza 1-2720

OFFICERS

President.....Arnold Lerner
Vice-President.....Thomas Priestley
Sgt. at Arms.....Herbert Mulligan
Secretary.....Ruth N. Knopf
Asst. Secretary.....Monroe Benton
Treasurer.....David B. Tullen
Board of Governors.....A. A. Brown, David Klein, Larry Racies, Nick Archer, Robt. Donahue, Jr.; George Jordan; Carl Larsen, Sr.

FUNCTIONS

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Memebrship is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President.....Paul W. Morency
1st Vice-President.....Arthur B. Church
Vice-President.....Raymond F. Guy
Vice-President.....Victor Diehm
Secretary.....John Patt
Treasurer.....Charles A. Wall

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

International President.....Franklin Schaffner
1st Vice-President.....Ted Bliss
2nd Vice-President.....Charles Dargan
3rd Vice-President.....Ian Harrower
Secretary.....Alan Fishburn
Treasurer.....Andrew McCullough

NATIONAL BOARD

Grover Allen, Chicago; Ted Bliss, Hollywood; Richard Borden, Washington; Frank Danzig, Hollywood; Charles Dargan, Cleveland; Hal Davis, New York; Alan M. Fishburn, Chicago; Ian Harrower, Detroit; Max Hutto, Hollywood; Dick Mack, Hollywood; Andrew McCullough, New York; Paul Nickell, New York; Oliver W. Nicoll, New York; Ernest D. Ricca, New York; Robert Robb, Hollywood; Franklin J. Schaffner, New York; Richard N. Schneider, New York; Alex Segal, New York.

National Executive Director.....Newman H. Burnett
Gen. Counsel.....Charles Ballon
(Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES

New York Local—114 East 52nd St., N. Y. 22, PLaza 9-0875. Newman H. Burnett, Exec. Secy.; Richard Schneider, Pres.

Hollywood Local—1655 No. Cherokee, Hollywood 28, Hollywood 7-5866. Elizabeth Gould, Exec. Secy.; Robert L. Robb, Pres.

Chicago Local—1413 N. Dearborn, Chicago, Ill., DElaware 7-4867, Alan Fishbern, President.

Detroit Local—1257 Penobscot Bldg., Detroit 26, WOodward 5-0061. Boaz Siegel, Exec. Secy.; Ian Harrower, Pres.

Washington Local—Sheraton Park Hotel, Washington, D. C., ADams 4-5400. Richard Borden, Pres.

Cleveland Local—13300 Second Ave., East Cleveland 12, O. Charles Dargan, Pres.

FUNCTIONS

A national organization to advance, foster, promote

and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

420 Lexington Ave., New York 17, N. Y.
LExington 2-3988

OFFICERS

President.....James M. Gaines
1st Vice-President.....George Shupert
2nd Vice-President.....Robert Burton
Secretary .....Claude Barrere
Treasurer.....Joseph A. McDonald
Executive Secretary.....Elizabeth Clarkson

BOARD OF GOVERNORS

Lester Gottlieb, G. W. Johnstone, Eugene Katz, Marvin Kirsch, Donald McClure, Bruce Robertson, Elliot M. Sanger, Robert W. Sarnoff, Reggie Schuebel, Chris Witting.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ontario, Canada
EM 3-1531

OFFICERS

President.....A. B. Hunt
Executive Secretary.....S. D. Brownlee
Chairman, Parts Division.....N. H. Futher
Chairman, Receiver Division.....C. A. Pollock
Chairman, Tech. Products Division.....H. S. Dawson

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

President .....James Byron
WBAP-TV, Fort Worth, Texas
Vice-President.....Russ Van Dyke
KRNT, Des Moines, Iowa
Treasurer .....Sheldon Peterson
KLZ, Denver, Colo.
Editor of Bulletin.....Prof. Art Barnes
University of Iowa, Iowa City, Iowa

FUNCTIONS

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

RADIO-TELEVISION PROGRAM MATERIALS

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

Chief .....Franklin Dunham
Radio-TV Education Specialist...Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcsating by educational and civic organizations and radio and television stations by serving as a clearing house for selected television educational scripts, kinescopes and production aids, and as a source of all kinds of information pertaining to the field of educational radio and television.

THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

2 East 23rd St., New York 10, N. Y.
GRamercy 7-9190

OFFICERS

National President.....Jerome Lawrence
Eastern Region Vice-Pres.....Nelson E. Sykes
Western Region Vice-Pres.....Gomer Cool
Midwestern Region Vice-Pres.....Russ Bensley
Eastern Region Exec.-Sec.....May Bolhower

BRANCH OFFICES

188 W. Randolph St., Chicago 1, Ill.
FInancial 6-5575
I. Meyers, Attny.
1655 N. Cherokee, Hollywood 28, Calif.
GLadstone 7128
Gomer Cool, Vice-Pres.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for broadcasting.

SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7311

President .....Walter Pidgeon
1st Vice-President.....Leon Ames
2nd Vice-President.....John Lund
3rd Vice-President.....William Holden
Recording Secretary.....Paul Harvey
Treasurer .....George Chandler

BRANCH OFFICES

67 W. 44th St., New York 36, N. Y.
MUrray Hill 7-4623, Mrs. Florence B. Marston, East. Rep.
102 E. Hubbard St., Chicago 11, Ill.
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DUnbar 2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
RIchmond 2-0208, Robt. Segal, Boston Exec. Secy.
Frick Bldg., 5th Ave. & Grant St., Pittsburgh 19, Pa.
ATlantic 1-2428, Donald Hirsch, Pitt. Exec. Secy.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

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FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

40 West 40th St., New York 18, N. Y.
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FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
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FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.

6047 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7254

OFFICERS

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Assistant .....Marjorie Walker
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FUNCTIONS

Represents 59 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

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c/o Toots Shor, 51 West 51st St., New York 20, N. Y.

OFFICERS

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STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

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FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

ULTRA HIGH FREQUENCY TV ASSOCIATION

400 DeSales Building, Washington 6, D. C.
NAtional 8-0032

OFFICERS

President.....Lou Poller, WCAN-TV, Milwaukee, Wis.
Vice-Pres....A. Donovan Faust, WENS, Pittsburgh, Pa.
Treasurer.....Harry Tenenbaum, WTVI, Belleville, Ill.
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United Nations, New York, N. Y.
PLaza 4-1234

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Dir, Radio Div.....Peter Aylen
Chief of Production.....W. Gibson Parker
U. S. Station Rel.....Dorothy Lewis
Sr. Broadcast Engineer.....Arthur E. Barrett
Film Div. TV Officer.....Maxwell Dunn

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Moscow, Prague, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Terheran, Karachi, New Delhi, Shanghai, Sydney, Monrovia, Washinigton, Rio de Janeiro, Buenos Aires, Mexico City. Bangkok, Djakarta, Los Angeles, Manila and Santiago.

FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BROADCASTING SERVICE

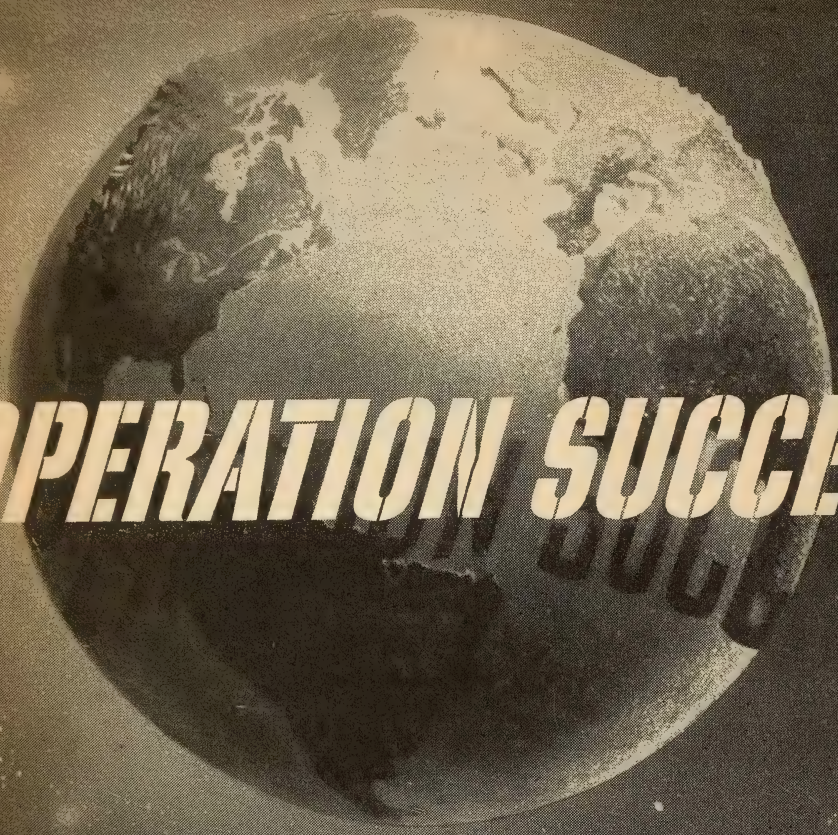
Voice of America
251 West 57th Street,
New York 19, N. Y.
JUdson 6-2000
Washington Headquarters:
1778 Pennsylvania Avenue, Room 920
Washington 9, D. C.
REpublic 7-8340, Extension 3634

OFFICERS

Director.....Theodore C. Streibert
Asst. Dir. for Broadcasting.....Leonard F. Erikson

FUNCTIONS

To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.



OPERATION SUCCESS!

with du mont telecasting equipment

The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

DU MONT Television Transmitter Division,

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

RADIO-DAILY TELEVISION DAILY

Presents

1954 TELEVISION YEAR BOOK

SEVENTEENTH ANNUAL EDITION

JACK ALICOATE
Editor-in-Chief

Copyright 1954 by RADIO DAILY CORP., 1501 B'way, New York 36, N. Y.

W. J. German, Inc.

EASTMAN

MOTION PICTURE FILM

FORT LEE CHICAGO HOLLYWOOD

Television--1954

THE moving story of the modern miracle —television—unfolds in the pages that follow as Radio-Television Daily presents the 1954 edition of Television Year Book.

THIS is an authoritative report on the day-to-day progress of the sight and sound medium based on the facts, figures and feature data compiled from many sources which have contributed to the matchless progress of the expanding new industry.

THE progress of black and white television, the future of color and the expansion of program production are just a few of the many categories covered in this year's volume. In addition there are sections devoted to networks, stations, FCC statistics, TV film producers and many other services which have played important roles in the unprecedented advancement of the new art.

TO the many sources of information who have contributed to this volume we express our gratitude. Their contributions have made this year's edition of the Television Year Book the most comprehensive reference volume yet produced in the interest of the video art.

JACK ALICOATE
Editor-in-Chief

As a new year rolls around, Philco sends a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made ***PHILCO TELEVISION PLAYHOUSE*** *America's leading dramatic program.*

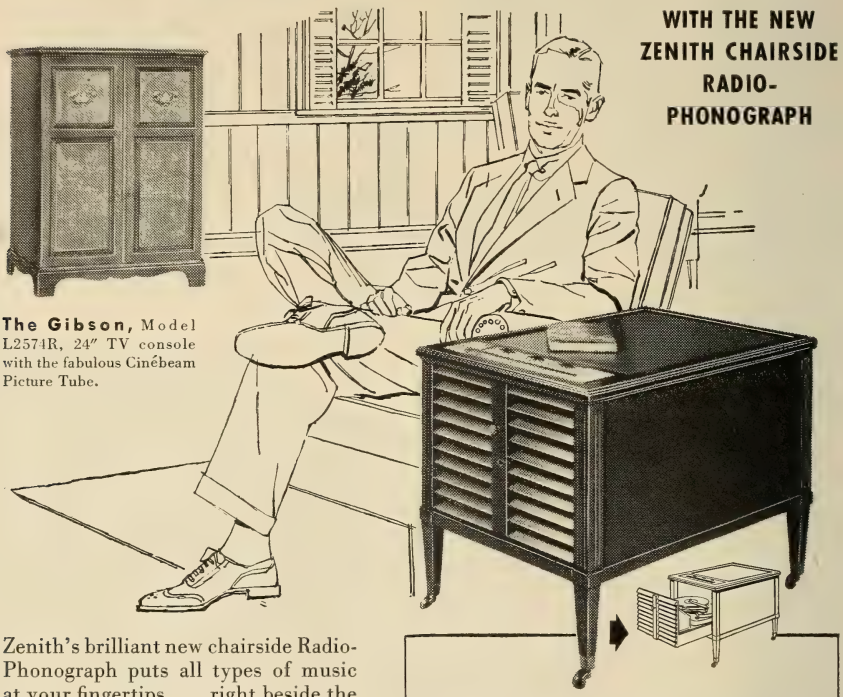
PHILCO TELEVISION PLAYHOUSE

Alternate Sundays • 9-10 P.M. E.S.T. • NBC-TV

Television Code

of the NARTB

Now Zenith completes your "home entertainment center"



The Gibson, Model L2574R, 24" TV console with the fabulous Cinébeam Picture Tube.

Zenith's brilliant new chairside Radio-Phonograph puts all types of music at your fingertips . . . right beside the chair where you watch TV! Even more than a radio-phonograph, it's a strikingly handsome piece of furniture that will lend no end of style to your living room. Serves beautifully as an end table, in any sectional or conversational grouping. Put flowers on it . . . books, ashtrays, anything.

The tone is no less than superb, whether you're listening to Super Sensitive FM . . . Long Distance AM . . . or hearing (very possibly for the first time) the beauty of the original music that went into your favorite recordings. All your Zenith dealer asks is that you *hear* it . . . and *see* it!

Zenith gives you History-Making Pitch and Tempo Control!

Hear your records at exact recorded speed . . . at perfect pitch and tempo. On Zenith's Cobra-Matic Record Player with built-in Stroboscope, a dot of light *shows* you when your records are playing at exact recorded speed, whether 78, 33⅓ or 45 RPM. (The Cobra-Matic lets you play records at *any* speed from 10 to 85 RPM, including the new 16⅔ RPM talking book speed.)

The result is music . . . more than fidelity of tone . . . it's music with a new reality.

"Lazy Bones" Remote control let's you "click" on the station you want, without getting out of your chair. Optional.

ASK ANY ZENITH OWNER

ZENITH®

The royalty of television and **RADIO**

Backed by 35 Years of Leadership in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation • Chicago 39, Illinois

Now Even *Better!*
Invest *More* in Savings Bonds!

COPR. 1953

THE TELEVISION CODE OF THE NARTB

PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

(Continued on Page 776)

Fresh! Vigorous!

2nd GREAT YEAR
NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

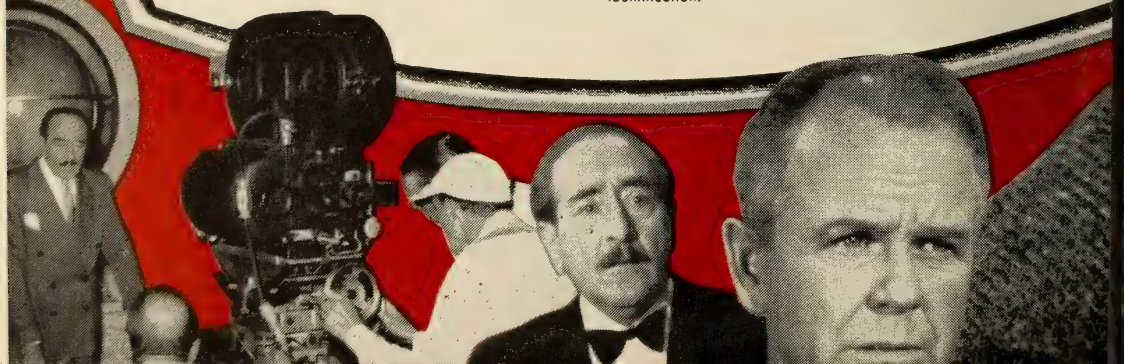
ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification!



Exciting!

PRODUCED WITH A

Master's Flair!

NOT ANYWHERE, NOT BY ANYONE HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!

BEYOND BELIEF!

Brilliant Stories!

ALL THRILLINGLY NEW TO TELEVISION!

NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING

Sales and Profits! FOR YOU!

Thrill to television's greatest dramatic achievement!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Fresh! Vigorous! Exciting!

2nd GREAT YEAR
NOW IN PRODUCTION!

A grand new total of 78 magnificent half-hours!

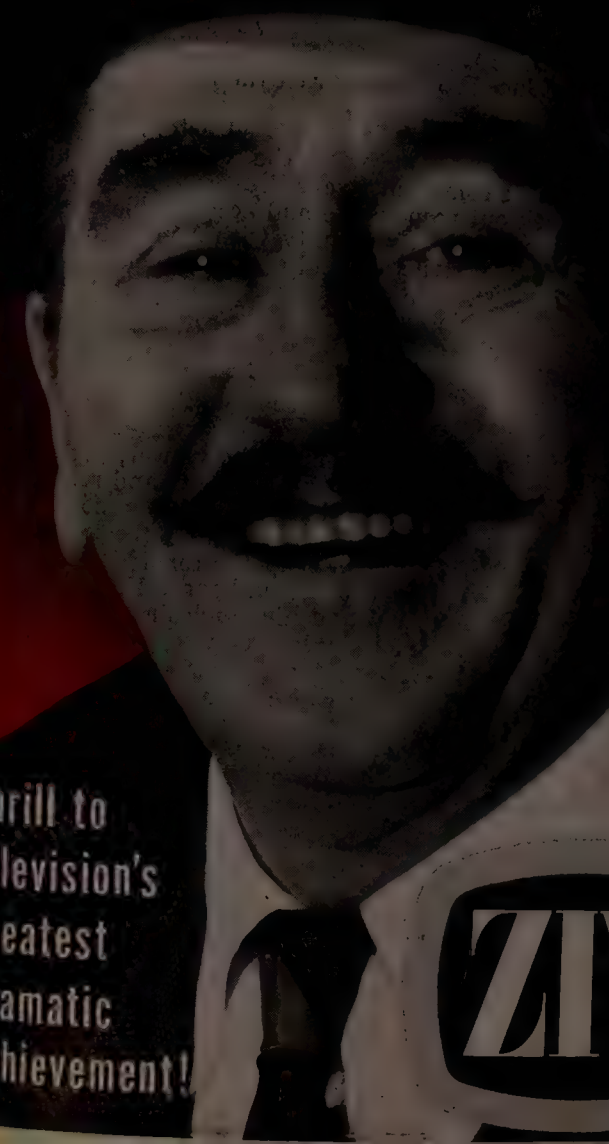
ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification!



PRODUCED WITH A
Master's Flair!
NOT ANYWHERE, NOT BY ANYONE HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!

BEYOND BELIEF!
Brilliant Stories!
ALL THRILLINGLY NEW TO TELEVISION!

NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING
Sales and Profits!
FOR YOU!

Thrill to television's greatest dramatic achievement!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1520 [illegible] CINCINNATI, OHIO
NEW YORK [illegible]

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

(*Continued on Page* 781)

BMI

OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

CONTINUITY

Music programs that sell . . . ready for immediate use . . . smooth, well-written scripts for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

THE BOOK PARADE (quarter hour, weekly)

MUSIC AND SPORTS (quarter hour, 3 times weekly)

MILESTONES (half hour, periodically)

CONCERT MUSIC

Monthly Pin Up Sheet, listing new recordings of outstanding contemporary and standard compositions.

YOUR CONCERT HALL —a series of half-hour radio scripts, three times weekly.

TODAY IN MUSIC — dates and facts about the important music events of the month.

PIN UP SHEETS

Convenient and timely reference to the current song leaders . . . pop hits, folk favorites, standards, rhythm and blues successes . . . issued monthly.

COPYRIGHT RESEARCH

Thorough, up-to-the-minute information on music clearance . . . a complete basic catalog and regular weekly supplements of newly published music with consolidated indexes provided semi-annually.

NEWSLETTER

Personal monthly message to the broadcasters. An exchange of radio and music ideas.

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Monthly informational bulletin . . . the radio man's guide to BMI music . . . contains helpful feature articles, the Platter Spinners Parade and Tips on Tunes.

MEET THE ARTIST

Valuable reference of vital statistics on 144 of the nation's popular recording artists.

CHECK LIST

Digest of trade press ratings of the newest record releases.

HOLIDAY MUSIC

Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION

Music of every type, published by BMI and affiliated publishers, mailed to stations frequently.

PERFORMINDEX

Handy, time-saving catalog of most-performed BMI-licensed titles.

CATEGORICAL INDEX

Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your program director or music librarian for this material.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

BMI PRODUCT and SERVICE REACH A NEW HIGH!

With each succeeding year BMI's products and services attain new highs in volume and value.

The large and growing catalog of BMI-licensed music in all classes—popular, folk, standard, symphonic, operatic, educational—gives continuing evidence of the quality and ability of the composers and publishers affiliated with BMI.

BMI Service, too, is reaching new highs. BMI not only serves its broadcast licensees—AM, FM and TV—with a steady flow of practical program aids, but provides its repertoire and facilities to every user of music . . . ballrooms, night clubs, motion pictures, hotels, restaurants, skating rinks, amusement parks, wired music, industrial plants, symphony orchestras, chamber music groups, choirs and choruses, motion picture exhibitors using intermission music and many others.

BMI-licensed pop song hits are maintaining leading positions in all of the music trade popularity charts—the Hit Parade, the Variety scoreboard, Billboard charts, Downbeat polls, the everyday best-seller lists—and, for the past four consecutive years, were voted Number One in all categories by the nation's juke box operators in the Annual Cash Box Popularity Poll.

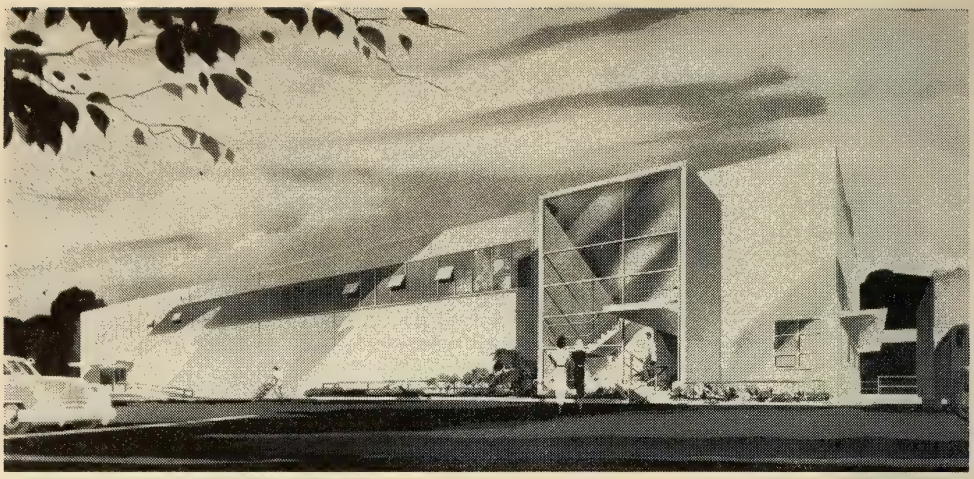
In the field of Concert Music, BMI continues to foster composition and encourage public interest through its annual Student Composers Radio Awards, its support of the American Composers Alliance, and the extensive publication of Concert Music through its wholly owned subsidiary, Associated Music Publishers, Inc.

Similar BMI services and efforts in the entire field of music are being conducted throughout the Provinces of Canada by BMI Canada Limited.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



CONSOLIDATED FILM INDUSTRIES

NEW 16mm LAB

In addition to its complete facilities for 35 mm black & white and color, Consolidated is proud to make available to the Television Industry its new 16mm laboratory.

This is the first large, fully equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

In Every Field, One Name Stands Out.
In Film Laboratories, It's . . . **CFI**

A DIVISION OF REPUBLIC PICTURES CORP.

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO 9-1441
1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

GOOD PROGRAMS SELL GOOD PRODUCTS

★★★★ THE NEW KEN MURRAY SHOW
"WHERE WERE YOU?"

★★★★ CROWN THEATRE WITH
GLORIA SWANSON

★★★★ ROYAL PLAYHOUSE

★★★★ COUNTERPOINT

★★★★ THE CHIMPS

★★★★ GENERAL ELECTRIC THEATRE*

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION

9028 Sunset Blvd., Los Angeles 46, California

* Production on shows by Enterprises started January 18th, 1954.

propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

The standard of quality
wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 250
THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available

for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program	News Programs	Length of Advertising Message (minutes and seconds) All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code susbcription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

Film's Place in Color TV As Viewed by Producer

By JOHN L. SINN
President
Ziv Television Programs, Inc.

THE position of film in black and white television is now self-evident. The trend toward filmed television that began four years ago has proceeded at an accelerated pace. The exact proportion of filmed shows to live shows is unimportant —all agree that film is a tremendously vital and important part of black and white television programming.

But color is just ahead, and coming faster perhaps than most people realize. What will be film's position in color television? Before we speculate, let's study the facts as we know them.

The Ziv Company has been a pioneer in the field of color films for television. Since as long ago as early 1949, we have been shooting color film on a regular production basis. During those four years we have used every existing color film stock. We have exposed these various emulsions under every conceivable lighting condition. We have tried all of the time proven techniques, developed by the motion picture industry, and pioneered new lighting and photographic techniques especially suitable to the television medium. We have run literally hundreds of tests in conjunction with the laboratories to determine the proper method to obtain prints from our negatives in order to achieve maximum results in telecasting.

We have had an opportunity now to run many of these tests over the television color system. We have been able to see for ourselves exactly which tests looked best on the color tube. In short, based on the actual production of 228 films in color, plus 286 separate and additional color tests, we have developed a technique of lighting, photography and printing which we call Zivcolor, which produces an excellent *color* picture.

Zivcolor produces as well a fine compatible black and white picture. Our engineers and cameramen believe that it is superior to the black and white picture from black and white prints.

As a result, we now have the proof positive that color film made under the proper conditions is perfectly adaptable to the color television system. This is the resounding affirmative answer to the question you have heard so many times during the past two years — "Will color film work in color television?"

To all of us who have been literally head over heels in color during the past 18 months, another point has become clear, too. There has always been a wide gap between the production values possible in the best television film as opposed to the best television live shows. In color television, this gap becomes even wider and more pronounced. Painted backings and scenery look false. Process shots look faked and unreal. The wonderful color that exists naturally in the finest exterior locations just cannot be created artificially. Therefore, the mobility that has always been one of the great qualities of film, the ability to take cameras into distant exteriors, into practical and exciting interiors far removed from the studio, these will enable us to bring to the tube, through the medium of color film, an area of color excitement and interest beyond the reaches of the live camera.

And just one final word of caution. Let the entire industry not forget that color is a wonderful adjunct, a great and wonderful new addition to this modern theater that is television. But it is not an end in itself. A bad play in black and white will not suddenly become a good play simply because it is in color. Although the audience will find eye catching interest in the fact that the leading lady is wearing a beautiful red dress, they will quickly become much more interested in what that leading lady says.

A good play on the other hand, becomes more thrilling and impressive by the addition of color presentation. We have seen with our own eyes one of our "Favorite Story" productions, which won much critical acclaim everywhere in black and white, become even more dramatic and satisfying in color.

Television Networks

- EXECUTIVE PERSONNEL
- MAPS
- ARTICLES

Major Steps Taken For Audience-Sponsor Approval

By ALEXANDER STRONACH, JR.
Vice-President in Charge
ABC-TV Network

THE wonderful "magic" of television is no longer a parlor trick for the average American viewer. Electronically, it may still be "magic" to the average viewer—but selection-wise, it certainly is not. Viewers have become highly selective in their choice of programming. They now want a variety of good, substantial video fare—and what's more—they get it. And they get it because sponsors, stations and networks are well aware of this fact—that in order to gain the greatest number of viewers—a program must offer top quality entertainment—of a sort that will hold the viewer and bring him back week after week.

ABC-TV knows this too—and with this in mind, has set out to gain the hearty approval and endorsement of the public and sponsors alike. The network took major steps in this direction in 1953.

Nineteen hundred and fifty-three was a year of signal significance highlighted by the FCC-approved merger of the American Broadcasting Company with the United Paramount Theatres, Inc. (in February), which resulted in the formation of American Broadcasting-Paramount Theatres, Inc. The merger brought with it additional assets—personnel-wise and financial—to give ABC new vigor and still greater goals.

Immediately, the network embarked on a broad program of acquiring, creating and expanding its television facilities and programs. In rapid succession, ABC signed exclusive contracts for the services of such top-flight entertainers as Ray Bolger, Danny Thomas, George Jessel, Sammy Davis, Jr. and the Will Mastin Trio, Joel Grey, Paul Hartman, Bill Stern and Martin Block.

To help guide its course unfailingly toward an ever expanding horizon, ABC acquired the services of such brilliant executives as George T. Shupert to head up ABC's newly formed Film Syndication Division as Vice President; and John Daly, Vice President in charge of Television News, Special Events and Public Affairs.

The full effects of the merger unfolded with the fall program schedule, ABC's first major season since the merger.

Within a short period of time, ABC-TV established undisputed leadership in the field of drama. Four major drama series were added to the new program schedule. These are the United States Steel Hour, Kraft TV Theatre, The Motorola TV Hour and the new Sunday series, The Mask.

Advertisers, anxious to establish a franchise on the new ABC-TV, brought many new programs and stars to our audience. The fall program schedule attracted twenty-three new national advertisers who placed a record total of $20,000,000 in gross annual television billings—the greatest single volume ever placed with the ABC-TV Network. This peak figure does not include renewal orders. Gross time sales for the last quarter of the year were up 50 per cent over the previous year.

ABC Film Syndication, the company's newest division, within a week wrapped up a quarter million dollars of sales on two of its top rated properties, "Racket Squad" and "The Playhouse."

And so the network moves on to 1954, riding the crest of this contagious tide of success in every phase of its operations. What new developments will 1954 bring to ABC-TV?

First, the network will move into early morning programming on February 22 with a simulcast of Don McNeill and the ABC Breakfast Club, a 20-year favorite on radio.

Additional "star power" will be added to the network's talent roster with even greater frequency than that of 1953 in program vehicles designed to make the ABC-TV Network an even greater part of the every day American scene.

A. B. C. TELEVISION NETWORK

ROBERT M. WEITMAN
Vice President in Charge of Programming and Talent

One of the most valuable executives that the broadcasting-telecasting industry could acquire is ROBERT M. WEITMAN who joined ABC last year as a vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob Weitman is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

WEITMAN

GEORGE T. SHUPERT
Vice President in Charge of ABC Film Syndication

Rich with experience in both the motion picture and television industries, GEORGE T. SHUPERT joined ABC in August as vice president in charge of ABC's newly created Film Syndication division. His dynamic leadership and organizational ability have gained for him recognition in both industries as an outstanding executive in the visual media field. He has held executive positions with Paramount Pictures where he organized its Industrial Film Division; Paramount Television Productions where he organized the company's nation-wide TV film supplying network; Peerless Television Productions, Inc., which he helped organize and United Artists Television Corporation.

As vice president in charge of ABC Film Syndication, Shupert is responsible for the overall supervision of the division's purchasing, selling and servicing of television films to the entre television industry.

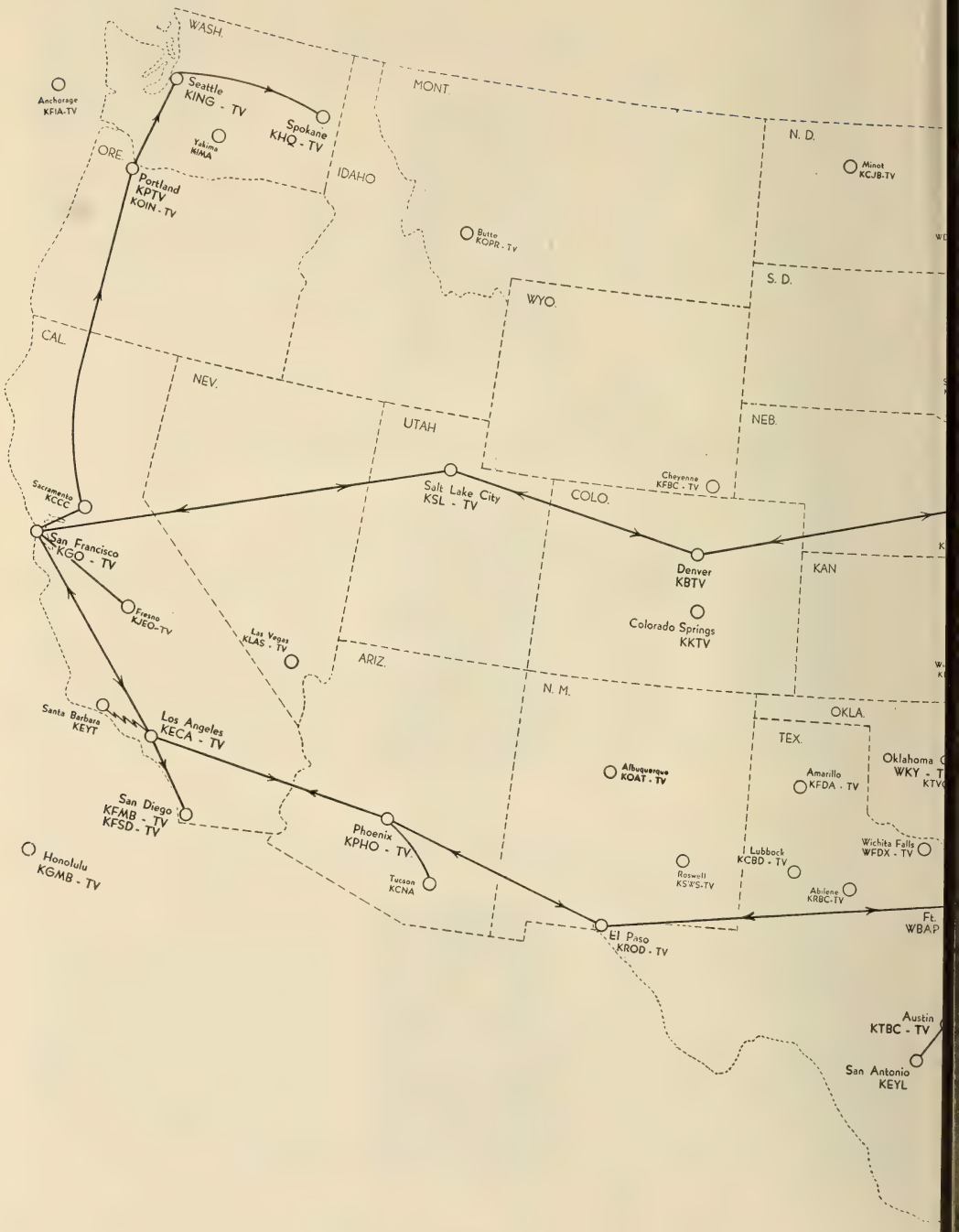
SHUPERT

CHARLES R. ABRY
National Sales Director For the ABC-TV Network

Heading the ABC-TV sales department is CHARLES R. (CHICK) ABRY who last year was promoted to the position of national sales director for the ABC-TV Network a rather phenomenal rise considering that he first joined ABC in June 1951 as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC that he proved himself one of the most capable account executives in the network field. His salesmanship meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November 1952. His present duties as National Sales Director for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

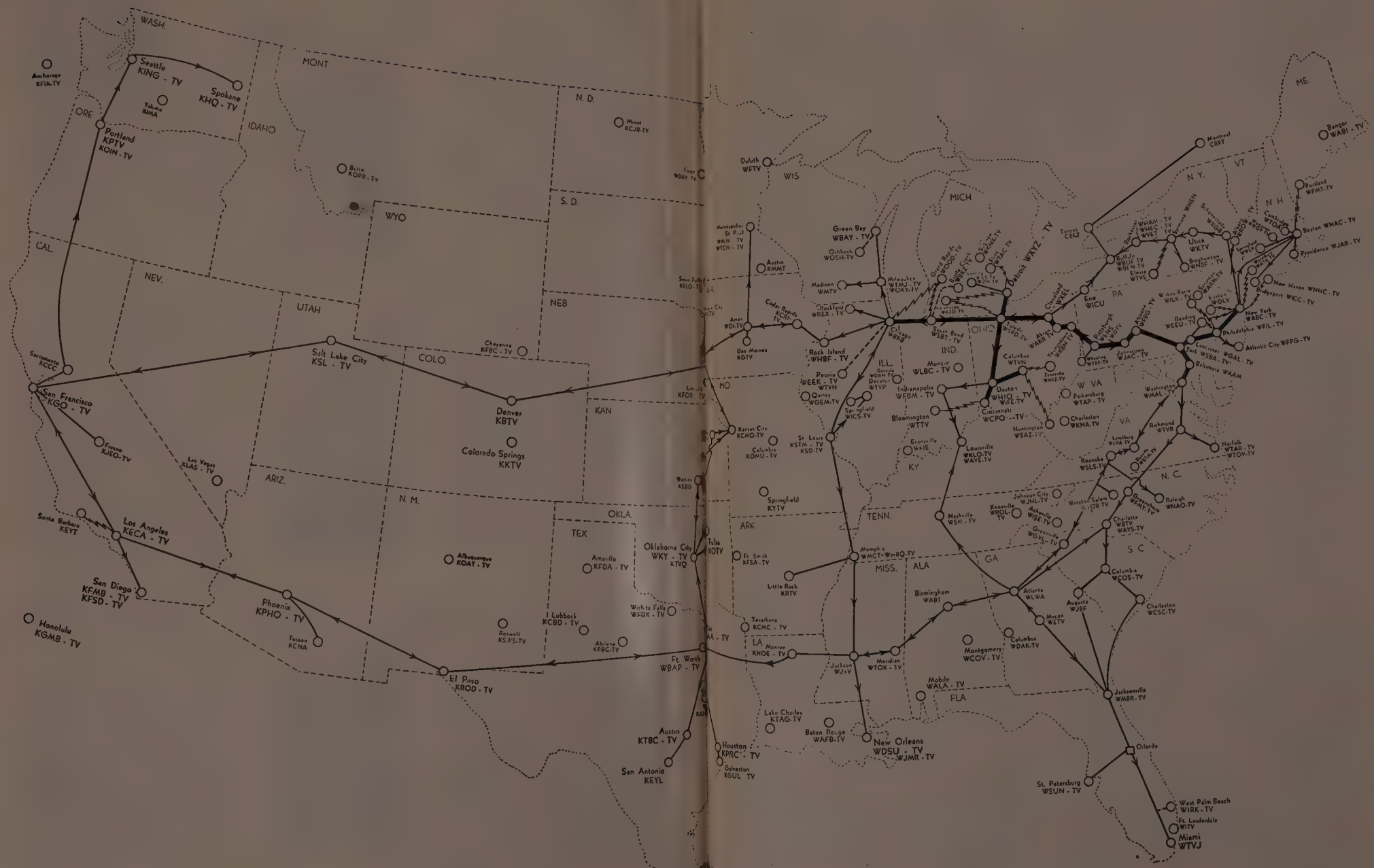
ABRY

AMERICAN BROAD



CASTING COMPANY

AMERICAN BROADCASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
(Telephone Number: SUsquehanna 7-5000)

OFFICERS

Edward J. Noble.....Chairman of Finance Committee, AB-PT
Robert E. Kintner.....President
Robert H. O'Brien.....Exec. Vice-President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James Connolly .....Vice-President
Robert H. Hinckley .....Vice-President
Charles Underhill .....Vice-President
Earl Hudson .....Vice-President
Frank Marx .....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
John Mitchell .....Vice-President
Harold L. Morgan, Jr.....Vice-President & Comptroller
John Daly .....Vice-President
Theodore I. Oberfelder.....Vice-President
George Shupert .....Vice-President
Alexander Stronach, Jr.....Vice-President
Thomas Velotta.....Vice-President
Robert M. Weitman.....Vice-President
Paul Whiteman .....Vice-President
Geraldine B. Zorbaugh.....Gen. Attorney and Secretary
Omar Elder.....Assistant Secretary & Asst. Gen. Counsel

TELEVISION

Alexander Stronach, Jr.....Vice President in Charge of Television Network
John Mitchell.....Gen. Mgr. WABC

Engineering & General Services

Frank Marx.....Vice President in Charge
Thomas F. Foy.....Purchasing Agent
Richard Hamilton..Supervisor of Communications
Clure Owen.....Administrative Assistant
John Preston.....Director of Engineering Facilities & General Services
Lawrence Ruddell.....Recording Director
Joseph J. Spagnola.....Office & Studio Services Director
William Trevarthen.....Director of Engineering Operations
Reginald Willcocks.....Traffic Manager
Merle Worster.....Eastern Operations Manager

FINANCE, PERSONNEL

Thomas J. Martinez.....Treasurer of WABC
Jason Rabinovitz.....Assistant Comptroller
Walter C. Tepper.....Chief Accountant
Marie McWilliams.....Director of Personnel

Legal

Geraldine B. Zorbaugh.....Secretary & General Counsel
Omar Elder.....Assistant Secretary & Assistant General Counsel

Labor Relations

Mortimer Weinbach..Director of Labor Relations

Program

Robert M. Weitman....Vice-President in charge of Programming and Talent

Services

Robert L. Stone..Dir. of Television Services Dept.
Gordon Kunz....Production Manager of WABC
Robert Holland.....Manager of Film Services
John Dullaghan..Mgr. of Technical & Film Oper.
Ruth K. Blainey.....Operations Manager
John L. Kelly.....Plant Superintendent
George Smith.....Mgr. of Station Clearance
James McNaughton.....Art Director
Harold Sobolov.....Studio Supervisor
Andrew Ross.....Director of Graphic Arts

Programming

Charles Underhill.....Vice-Pres. in Chg. of Program Department
Ardien B. Rodner.....Program Manager WABC
Freelon Fowler.....Film Program Manager
George Shupert.....Vice-Pres. in Chg. of ABC Film Syndication
Charles Holden....Asst. National Director of the Program Department
Robert F. Lewine.....Eastern Program Director

Francis N. Littlejohn.....Director of News & Special Events
Leslie Arries.....Director of TV Sports
James Stabile.....Administrative Manager
Paul Whiteman.....Vice-Pres. in Chg. of Music
Frank Vagnoni.....Manager of Music Division

Public Relations, Advertising & Promotion and Continuity Acceptance

John Pacey.....Director of Public Rel. & Special Features
Ruth Crawford .....Librarian
Mitchell DeGroot.....Manager of Advertising & Promotion
Ernest E. Stern.....Manager of Publicity
Ellen Heagerty.....Sup. of Audience Information
Grace Johnsen.....Dir. of Continuity Acceptance
Ruth Trexler.....Exec. Prod. of Religious & Educational Programs

Sales

Charles Abry.....National Director of Sales
Don Kearney.....Sales Manager for Film Syndication
Jerome Harrison.....Eastern Sales Manager
Don Durgin.....Director of Network TV Sales Development
Malcolm B. Laing.....Business Manager for Network Sales
Henry T. Hede.....Administrative Manager Network Sales

Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr....Vice Pres. & Assistant to the President
Frank Atkinson.....Manager of Co-operative Program Department
William Materne.....Coordinator of Owned Radio & TV Stations
Alfred Beckman.....National Director of Station Relations Department
Donald Buck.....Director of Operations for Sales & Station Traffic
Alice Stamatis....Manager of Order Processing
Donald Coyle.....Director of Research
William A. Wylie.....Manager of Station Relations Department

CHICAGO

20 North Wacker Drive
Chicago 6, Ill.

James L. Stirton.....Dir. of Network Television
Sterling C. Quinlan..Gen. Mgr. of WBKB-WENR
Matthew Vieracker .....Treasurer
Daniel Schuffman.....Program Manager WBKB
James W. Beach.....Sales Manager WBKB
Elliott W. Henry, Jr.....Dir. of Pub. & Promotion
George Rice.....Director of Film, WBKB
William P. Kusack.....Director of Engineering, WBKB-WENR

DETROIT

1700 Stroh Building
Detroit 26, Mich.

James G. Riddell.....President
John Pival.....Mgr. WXYZ-TV
John Lee.....Television Studio Manager
Joseph C. Cassel.....Controller
Robert Baldrica.....Advertising, Promotion, Publicity Director
Elizabeth Ashton.....Traffic Manager
Ralph Dawson.....Asst. TV Sales Mgr.
Charles Kocher.....Chief Engineer

HOLLYWOOD

1539 North Vine Street
Hollywood 28, Calif.

Earl Hudson.....Vice-Pres., Western Division
Donn B. Tatum.....Dir. of TV, Western Division
John C. Wagner.....Controller
Frank King.....Manager, KECA-TV
Stanton Kramer.....Dir. of TV Network Promotion Publicity
Elton Rule.....Sales Mgr., KECA-TV
Sam Zelman.....News Dir., Western Division
Florence Schiro.....Personnel Director
Robert Forward.....Program Mgr., KECA-TV
Dorothy Brown.....Continuity Acceptance Editor, Western Division
Philip Caldwell.....Mgr. of Engineering & General Services, Western Division
Cameron Pierce.....TV Engineering Operations Supervisor

SAN FRANCISCO

420 Taylor Street
San Francisco 2, Calif.

James H. Connolly.....Vice Pres. in Chg. of San Francisco Office
Vincent Francis.....Manager, KGO-TV
William Hollenbeck...Program Manager for TV
Henry Saroyan .....Auditor
David Sacks.....Sales Manager, KGO-TV
William E. Williams.....Mgr. of Publicity, Advertising, Promotion
A. E. Evans.....Business Manager of San Francisco Office
Lorraine Duchene..Continuity Acceptance Editor
Edith Kirby.....Manager Traffic Dept.
Victor Reed.....Mgr. of News & Spec. Events
Harry Jacobs.....Chief Engineer
Andrew E. Akamian.....Merchandising Manager

WASHINGTON

1735 DeSales Street N.W.
Washington, D. C.

Robert H. Hinckley.....Vice Pres. in Chg. of Washington Office

the big news in the big 3 is

One year ago, a "new" TV network was born, rich in showmanship, know-how, ambition and (last but not least) in money.

Since that time, no network has come so far so fast. Or provided TV and business editors with so many headlines . . . like these, which recall some of the exciting things that happened at the new ABC in its first 12 months:

- *Ray Bolger, Danny Thomas, George Jessel, Brandon DeWilde and Paul Hartman among many stars to sign with ABC.*
- *United States Steel, Motorola, Du Pont and Kraft place top dramatic shows on ABC.*
- *ABC-TV network expands with key affiliates... total is now 193.*
- *ABC-TV programs show steady rating growth.*
- *ABC's gain in new sponsors, new business, new billings lead all networks.*

Even as this issue goes to press, news is made at ABC-TV. January '54 billings set a new record, 71% over the same month last year. This is the fifth straight month the network has shown an increase in billings. More important, 8 new advertisers are included in January's business.

It certainly looks like this year, too, the big news in the big 3 will be ABC-TV.

ABC Television Network

ABC-TV

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ABC Television Network

Network Efforts Aimed At Daytime TV Audience

By J. L. VAN VOLKENBURG

President
CBS Television

IN every way, 1953 has been an exciting year for CBS Television. Total advertising billings for the network enjoyed a 40 per cent increase over 1952, the greatest gain of any network. Station outlets for our programs were more than doubled, bringing to a total of 157 the stations which next year will carry CBS Television to the citizens of the United States, Mexico, Canada, Alaska, Honolulu and Cuba. Program quality was sustained throughout the year, with CBS Television dominating the top 10 shows on the air, month after month. But the most impressive development of the year has been the undisputed supremacy whch CBS Television has gained in daytime programming.

From our year-end figures, we learned that, during 1953, CBS Television broadcast nearly twice as many sponsored hours of daytime television as the second network. On a basis of 10 a.m. to 5 p.m., Mondays through Fridays, CBS Television daytime billings averaged 50 per cent more than those of any other network. And since April, 1953, CBS Television has maintained a continuous rating leadership in the daytime, finishing the year with a 12-month average nearly 30 per cent higher than the second network.

This imposing record of growth could not exist without sales, which last year CBS Television delivered for sponsors on an unprecedented scale. Much of this merchandising success can be directly attributed to our great daytime team of personal salesmen — Arthur Godfrey, Garry Moore and Art Linkletter—all of whom set new individual records for moving their sponsors' products during 1953. Their strength with the consumer is well testified to by the fact that all of the commercial time on their programs is sold for months to come. This hard-hitting team is rounded out with a fourth member, personable Robert Q. Lewis, who has moved into the 4:30 p.m. spot on the network with a new show of his own.

CBS Television has also built a strong feminine audience for its five daytime serials, "Valiant Lady," "Love of Life," "Search for Tomorrow," "The Guiding Light," and "The Brighter Day," designed to provide the housewife with pleasant hours of diversion from her housework. All of these shows are solidly sponsored and provide a sound base for our afternoon programming.

During the coming year, advertisers will spend a record $8 billion to stimulate consumer buying. But for every dollar spent in network television, they will expect an unprecedented return in sales.

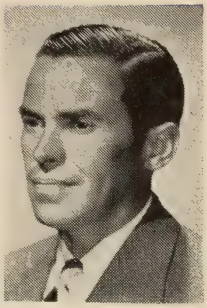
Many advertisers with modest budgets will find the answer to their advertising requirements in daytime television which, now that receivers are installed in more than 28,000,000 homes, is becoming an increasingly profitable buy. For in this low-cost medium, the advertiser can demonstrate his product simultaneously to millions of potential consumers at the place where his product finds its ultimate use—the American home. With the aid of television's top salesmen, he can build a direct pipeline to the greatest economic force in our society—the American housewife.

The advertiser who ventures into daytime television this year will be following an upward trend in the viewing habits of the nation. During 1953, average daytime viewing increased to 82 minutes daily, a rise of 34 per cent since the end of 1951. This increase is the direct result of better programs—strong entertaining network shows which hold the attention of audiences for a longer period each day, just as the highly creative efforts of our Program Department attract a constantly increasing number of viewers. To the job of producing more and more of this kind of daytime program, we will be ardently dedicated in 1954.

C. B. S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.
Vice President in Charge of Network Programs

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.



ROBINSON JR.

HARRY S. ACKERMAN
Vice President in Charge of Network Programs — Hollywood

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.

ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

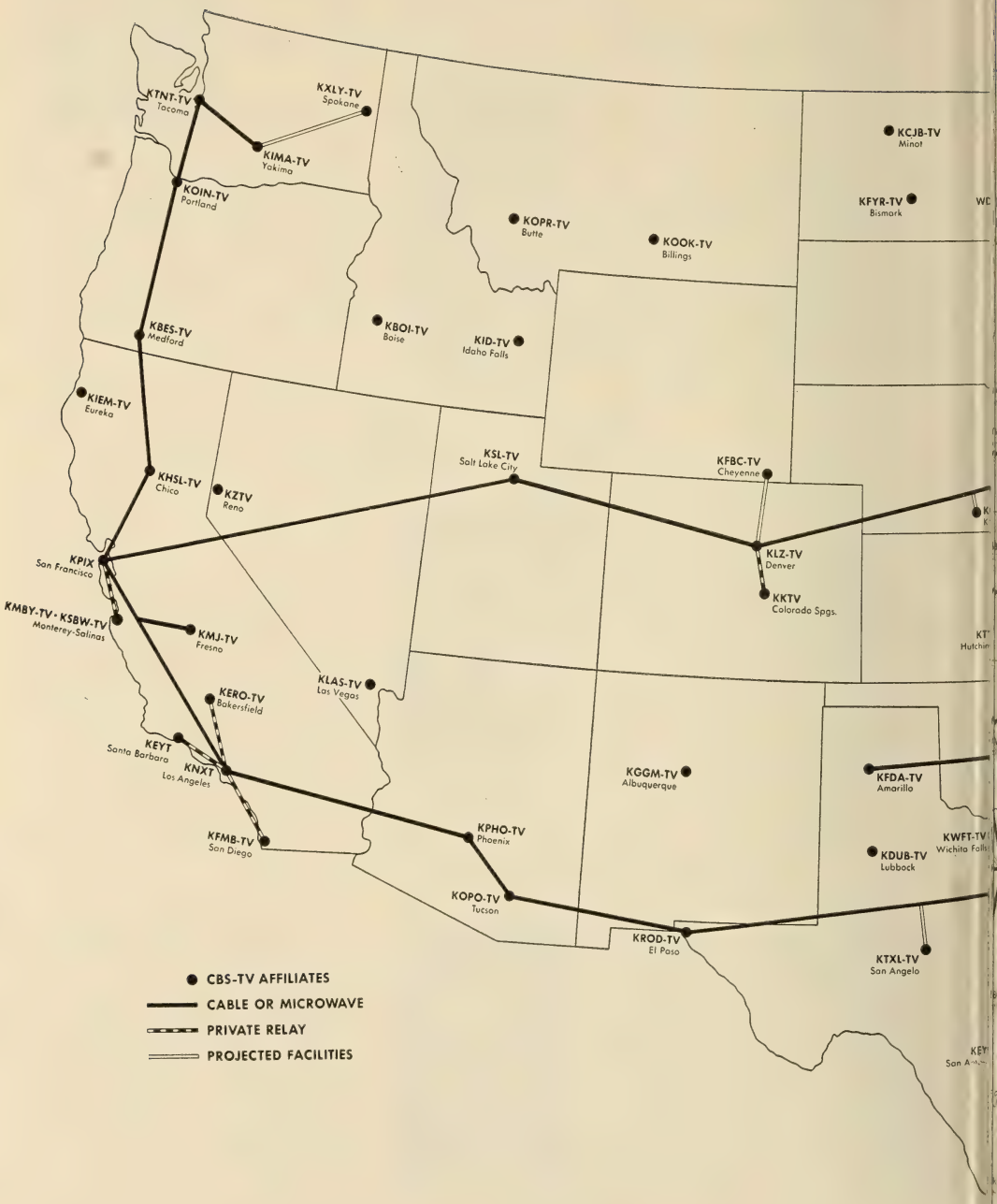
WILLIAM H. HYLAN
Vice President in Charge of Network Sales

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account executive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

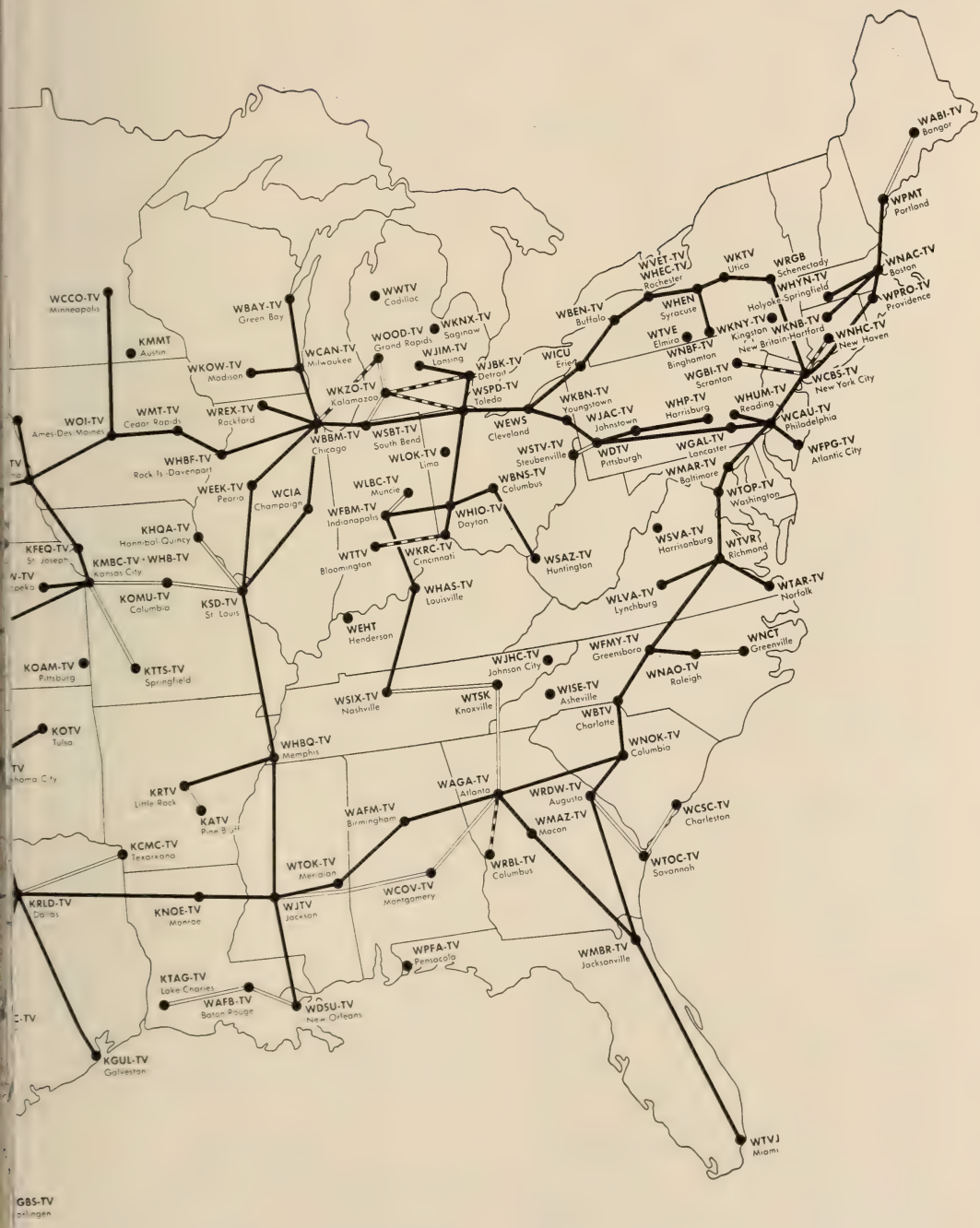
Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

HYLAN

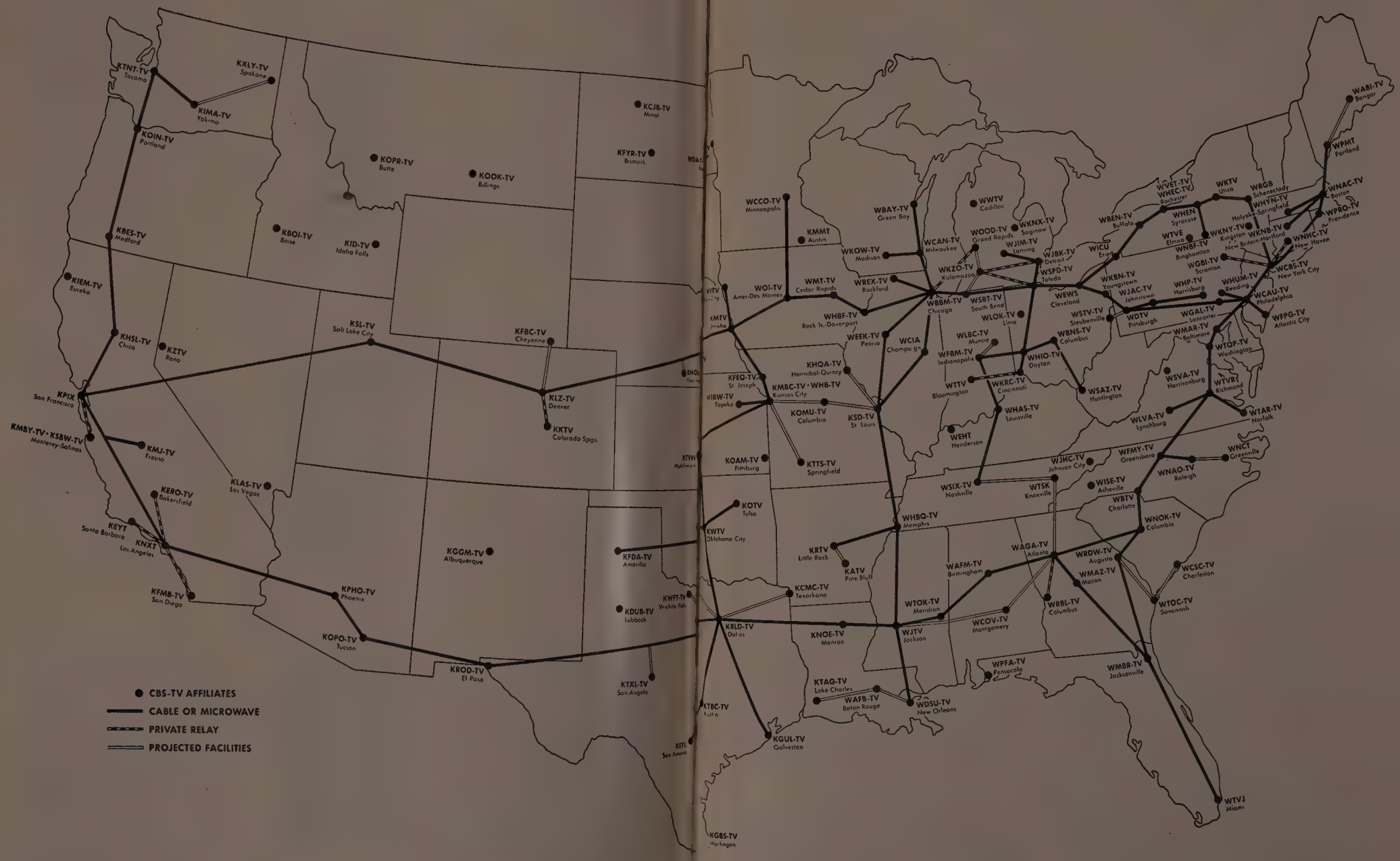
CBS TELE


KTNT-TV
Tacoma
KXLY-TV
Spokane
KIMA-TV
Yakima
KOIN-TV
Portland
KCJB-TV
Minot
KFYR-TV
Bismark
KOPR-TV
Butte
KOOK-TV
Billings
KBOI-TV
Boise
KID-TV
Idaho Falls
KBES-TV
Medford
KIEM-TV
Eureka
KSL-TV
Salt Lake City
KFBC-TV
Cheyenne
KHSL-TV
Chico
KZTV
Reno
KLZ-TV
Denver
KKTV
Colorado Spgs.
KPIX
San Francisco
KMBY-TV · KSBW-TV
Monterey-Salinas
KMJ-TV
Fresno
KLAS-TV
Las Vegas
KERO-TV
Bakersfield
KEYT
Santa Barbara
KNXT
Los Angeles
KGGM-TV
Albuquerque
KFDA-TV
Amarillo
KFMB-TV
San Diego
KPHO-TV
Phoenix
KDUB-TV
Lubbock
KOPO-TV
Tucson
KROD-TV
El Paso
KTXL-TV
San Angelo
CBS-TV AFFILIATES
CABLE OR MICROWAVE
PRIVATE RELAY
PROJECTED FACILITIES

VISION


WABI-TV Bangor
WPMT Portland
WNAC-TV Boston
WPRO-TV Providence
WNHC-TV New Haven
WCBS-TV New York City
WCAU-TV Philadelphia
WFPG-TV Atlantic City
WRGB Schenectady
WHYN-TV Springfield
Holyoke
WKNB-TV Hartford
WKNY-TV Kingston
New Britain
WKTV Utica
WVET-TV
WHEC-TV Rochester
WHEN Syracuse
WTVE Elmira
WNBF-TV Binghamton
WGBI-TV Scranton
WHUM-TV Reading
WHP-TV Harrisburg
WGAL-TV Lancaster
WMAR-TV Baltimore
WTOP-TV Washington
WTVR Richmond
WTAR-TV Norfolk
WNCT Greenville
WNAO-TV Raleigh
WCSC-TV Charleston
WTOC-TV Savannah
WMBR-TV Jacksonville
WTVJ Miami
WBEN-TV Buffalo
WICU Erie
WKBN-TV Youngstown
WJAC-TV Johnstown
WDTV Pittsburgh
WSTV-TV Steubenville
WEWS Cleveland
WSPD-TV Toledo
WJBK-TV Detroit
WJIM-TV Lansing
WKNX-TV Saginaw
WOOD-TV Grand Rapids
WWTV Cadillac
WCCO-TV Minneapolis
WBAY-TV Green Bay
KMMT Austin
WCAN-TV Milwaukee
WKOW-TV Madison
WKZO-TV Kalamazoo
WOI-TV Ames-Des Moines
WMT-TV Cedar Rapids
WREX-TV Rockford
WBBM-TV Chicago
WSBT-TV South Bend
WLOK-TV Lima
WHBF-TV Rock Is.-Davenport
WEEK-TV Peoria
WCIA Champaign
WLBC-TV Muncie
WBNS-TV Columbus
WFBM-TV Indianapolis
WHIO-TV Dayton
WTTV Bloomington
WKRC-TV Cincinnati
WSAZ-TV Huntington
WSVA-TV Harrisonburg
WHAS-TV Louisville
WEHT Henderson
WLVA-TV Lynchburg
WFMY-TV Greensboro
WJHC-TV Johnson City
WISE-TV Asheville
WBTV Charlotte
WNOK-TV Columbia
WSIX-TV Nashville
WTSK Knoxville
KFEQ-TV St. Joseph
KMBC-TV • WHB-TV Kansas City
KOMU-TV Columbia
KSD-TV St. Louis
KHQA-TV Hannibal-Quincy
KOAM-TV Pittsburg
KTTS-TV Springfield
KOTV Tulsa
WHBQ-TV Memphis
KRTV Little Rock
KATV Pine Bluff
KCMC-TV Texarkana
KRLD-TV Dallas
KNOE-TV Monroe
WJTV Jackson
WTOK-TV Meridian
WAFM-TV Birmingham
WAGA-TV Atlanta
WRDW-TV Augusta
WMAZ-TV Macon
WRBL-TV Columbus
WCOV-TV Montgomery
WPFA-TV Pensacola
KTAG-TV Lake Charles
WAFB-TV Baton Rouge
WDSU-TV New Orleans
KGUL-TV Galveston

CBS TELEVISION



CBS TELEVISION
A DIVISION OF CBS, INC.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 268.

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg.....President
William H. Hylan.....Vice President in Charge of Network Sales
Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass.....Vice President in Charge of Central Division, Chicago
Frank B. Falknor.....Vice President in Charge of Operations
Merle S. Jones.....Vice President in Charge of CBS-Owned Stations and General Services
W. Spencer Harrison....Vice President in Charge of Legal and Business Affairs
Herbert V. Akerberg...Vice President in Charge of Station Relations
William B. Lodge.....Vice President in Charge of Engineering
Edward Saxe.....V.P., Asst. to the President
Charles L. Glett.....Vice President in Charge of Network Services—Hollywood
William J. Flynn.....Comptroller

Network Sales

William H. Hylan.....Vice President in Charge of Network Sales
Thomas H. Dawson.....Sales Manager
George E. Klayer.....Chicago Sales Manager
Charles K. Sterritt.....Detroit Sales Manager
Frank Samuels.....Pacific Coast Sales Manager
William J. Fagan.....Business Manager
T. D. Connolly.....Program Sales Manager
Edward P. Shurick.....Manager of Sales Development
Robert F. Jamieson.....Sales Service Manager
George A. Kolpin.....Contract Manager
James Shattuck.....Sales Manager, Color

Network Programs

Hubbell Robinson, Jr...Vice President in Charge of Network Programs
Harry S. Ackerman.....Vice President in Charge of Network Programs, Hollywood
William Dozier.....Executive Producer, Drama
Marlo Lewis.....Executive Producer, Music and Variety
Herbert Carlborg.....Director of Editing
Harry G. Ommerle.....Program Director
E. Carlton Winckler.....Production Manager
Louis T. Stone.....Program Budget Manager
R. Lewine.....Executive Producer, Color
John Hundley.....Mgr., Program Service

Network News and Public Affairs

Sig Mickelson.....Dir. of Network News & Public Affairs
Howard Kany.....Manager, CBS Television, News & News Film
Paul Levitan.....Manager of Special Events
Dallas Townsend.....Mgr. of News Broadcasts
Judson Bailey.....Manager of Sports
George Crowthers.....Dir., Religious Broadcasts

Operations

Frank B. Falknor.....Vice President in Charge of Operations
Henry Grossman.....Director of Operations
Walter Pierson...Operations Production Manager

Gilbert DeStafano....Manager of Stage Lighting
Anthony Boschetti.....Manager of Procurement
George Lehmann...Mgr. of Scenery Construction
Herbert O. Phillips.....Mgr. of Scenic Design
Kingdon Tyler.....Construction Manager
William Vogel.....Manager of Special Effects
H. C. Meier....Manager of Network Operations
H. Grant Theis.....Manager of Film Service Operations
Al Raymond.....Mgr. of Stage Operations
Paul Wittlig.....Mgr. of Special Production Dev.
R. G. Thompson.....Director of Technical Operations
Orville Sather...Manager of Technical Operations

Station Relations

Herbert V. Akerberg.....Vice President in Charge of Station Relations
Clark A. Snyder.....Director of Station Relations
Robert Wood.....Asst. Dir. of Station Relations

Advertising and Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert I. Elliott.....Copy Chief
Alex Kennedy...Director of Program Promotion
Gordon Hellmann.....Director of Presentations
David Luhmann.....Director of CBS-Owned Station Promotion Services
Edward Side.....Production Manager

Public Relations

David J. Jacobson....Director of Public Relations
Michael J. Foster..Director of Press Information
Arthur Perles.....Administrative Director
Hank Warner.....Assistant Director
Jack Goldstein.....Director of Exploitation
Dorothy Leffler....Director of Magazine Division

Research

Oscar Katz .....Director
Philip Eisenberg.....Director of Coverage and General Surveys
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist....Director of Program Analysis
Leonard DeNooyer.....General Surveys

Engineering

William B. Lodge.....Vice President in Charge of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. W. Wright....Chief Radio Frequency Engineer

Legal and Business Affairs

W. Spencer Harrison...Vice President in Charge of Business and Legal Affairs
Merritt H. Coleman..Director of Business Affairs
Maurice Morton.....Director of Business Affairs, Hollywood

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley.....Director of Accounting Operations

Network Services, Hollywood

Charles L. Glett.....Vice President in Charge of Network Services, Hollywood
Austin E. Joscelyn.....Director of Operations, Hollywood

CBS Television Spot Sales

Sam Cook Digges.....General Sales Manager of CBS Television Spot Sales
Clark George.....Eastern Sales Manager
Edward A. Larkin.....Midwestern Manager
Warren Abrams.....Detroit Manager
Maclean Chandler.....San Francisco Manager
H. H. Holtshover.....Atlanta Manager
J. Richardson Loughrin.....Los Angeles Manager

CBS Television Film Sales

Fred Mahlstedt.....Director of Operations
W. S. Edwards.....General Sales Manager

CBS Owned Stations
WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence .....General Manager
George R. Dunham.....General Sales Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager

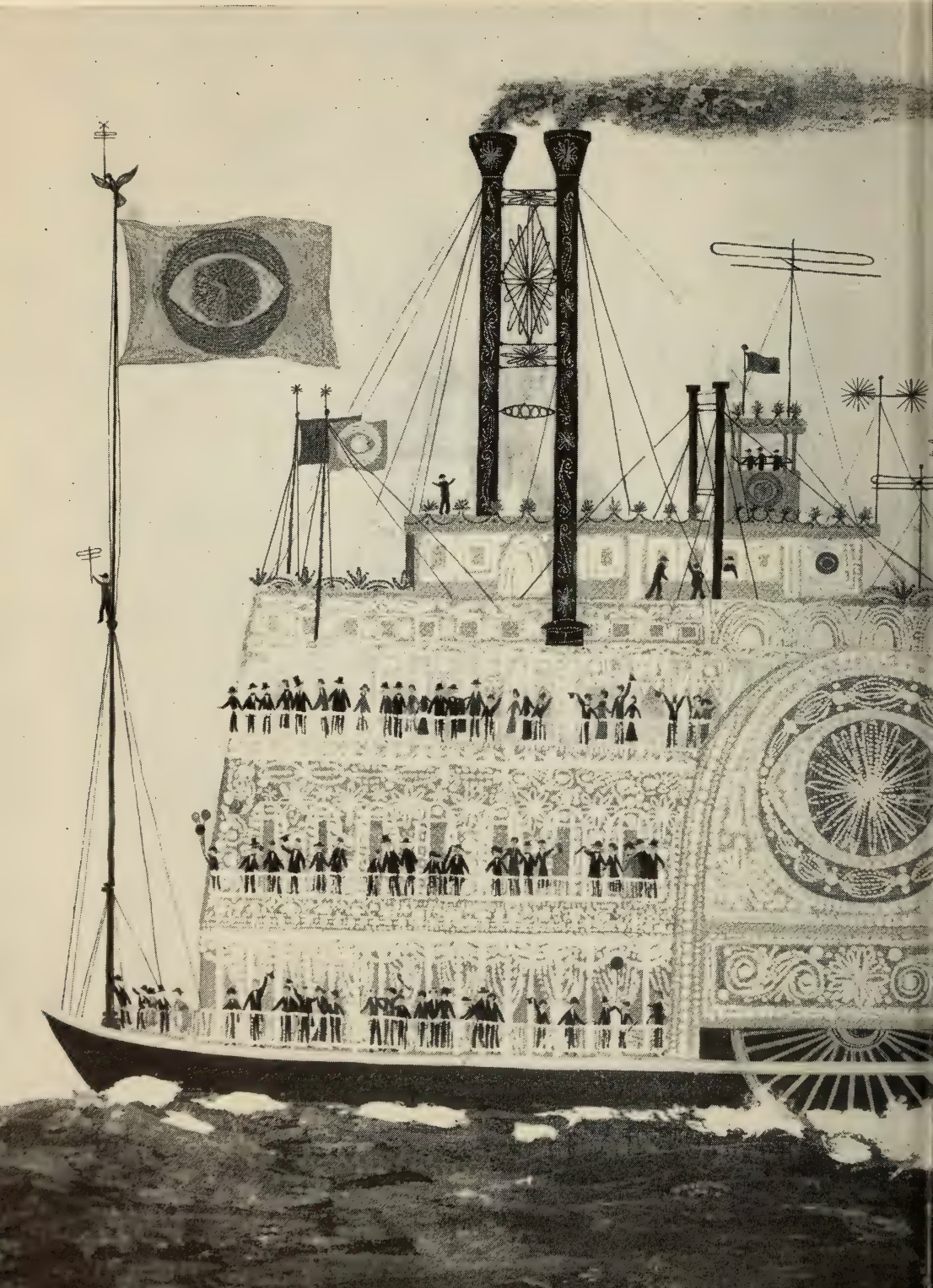
KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey, Jr.....General Manager
Edmund C. Bunker.....Sales Manager
Donald M. Hine.....Program Manager
Dean Linger.....Promotion Manager

WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlass....Vice-President in Charge of Central Division, Gen. Mgr.
E. H. Shomo.....Asst. General Manager
George J. Arkedis.....Sales Manager
Thomas A. Bland.....Program Director
C. W. Doebler.....Promotion Manager

THEY'RE ALL



ABOARD

Television today is as much a part of American life as the great showboats were to the people of the big river towns.

It fills the same needs, brings the same excitement to more than 28 million families – who welcome it for almost five hours every day.

But whether a show reaches its audience by boat, by train, by theatrical van – or by electro-magnetic radiation – the most important thing to most people is the quality of the show itself.

And it's the show itself that matters most at CBS Television, where leadership in program popularity is the result of a continuous effort to secure and create programs that please people's tastes and sponsors' budgets.

In this 1953-1954 season alone it has presented 20 new programs to its audience ... and started the season with a 21% higher average rating than any other network at night—a 35% lead during the day.*

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition – in the major markets where networks compete ... and the audience has a choice of what to see.

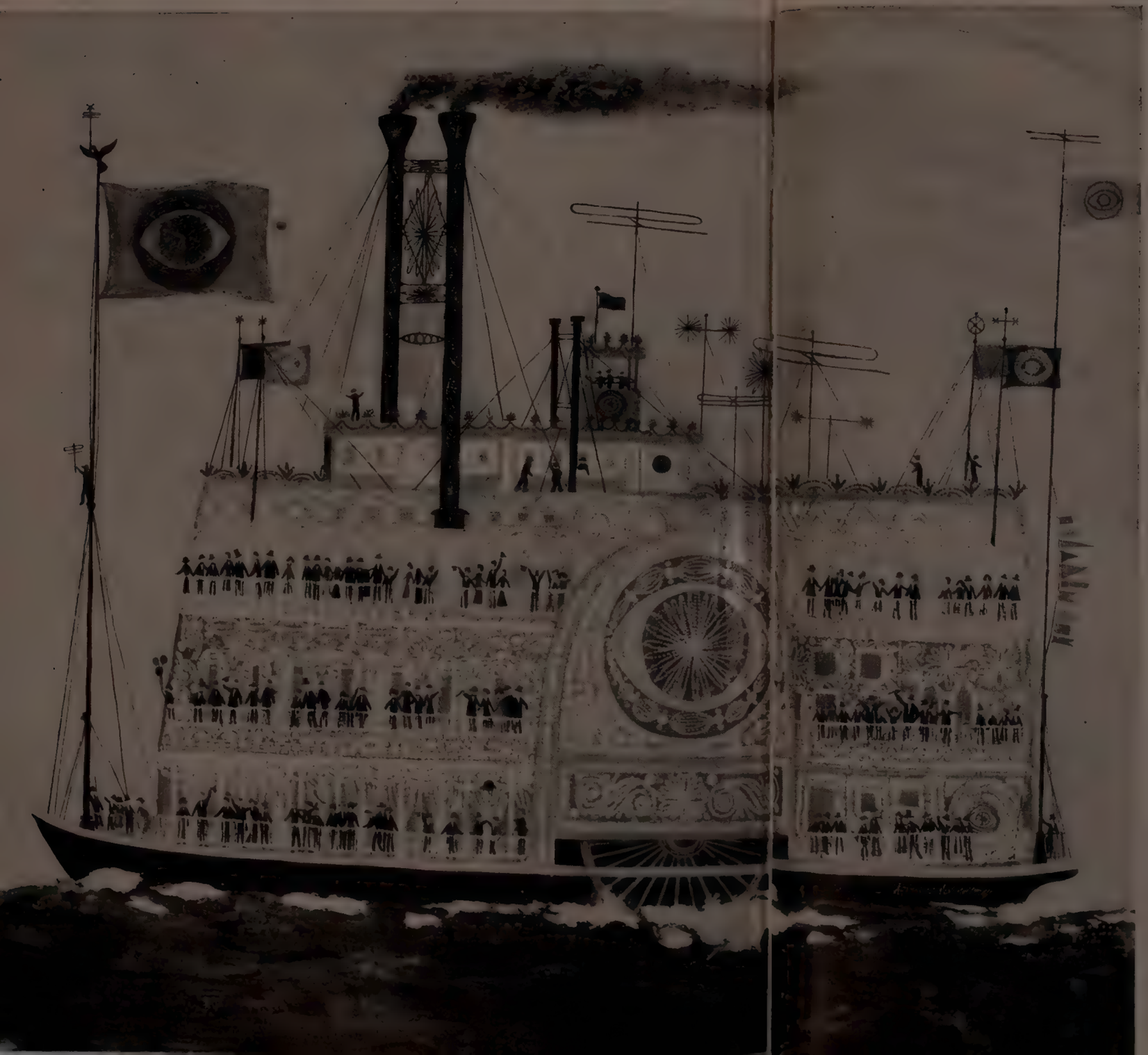
Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network bigger by 68%.

This ever-widening popularity explains why advertising billings on CBS Television are bigger than on any other network – and bigger today than ever in television history.

CBS TELEVISION

*Trendex: November 1-7, 1953

THEY'RE ALL ABOARD



Television today is as much a part of American life as the great showboats were to the people of the big river towns.

It fills the same needs, brings the same excitement to more than 28 million families – who welcome it for almost five hours every day.

But whether a show reaches its audience by boat, by train, by theatrical van – or by electro-magnetic radiation – the most important thing to most people is the quality of the show itself.

And it's the show itself that matters most at CBS Television, where leadership in program popularity is the result of a continuous effort to secure and create programs that please people's tastes and sponsors' budgets.

In this 1953-1954 season alone it has presented 20 new programs to its audience ...and started the season with a 21% higher average rating than any other network at night—a 35% lead during the day.*

This popularity has specific meaning for advertisers. For it's a measure of network competition in the markets where you can best measure competition – in the major markets where networks compete... and the audience has a choice of what to see.

Bringing this popularity into more and more markets, the CBS Television Network has grown from 74 stations last year to 156 today. And our sponsors are using an average nighttime network bigger by 68%.

This ever-widening popularity explains why advertising billings on CBS Television are bigger than on any other network – and bigger today than ever in television history.

CBS TELEVISION

*Trendex: November 1-7, 1953

1953 Groundwork Promises Profits Rise for '54

By TED BERGMANN
Managing Director
Du Mont Television Network

IN 1953 the Du Mont Television Network made excellent progress, most important of all in some phases which promise a substantial increase in billings for next year.

Heretofore, the Network needed two major items:

Production facilities which would enable it to handle the type of programs many of its sponsors wished to air.

Ability to clear sufficient stations to make such an investment a wise one.

In 1953 both of these were attained.

Our new Tele-Centre, described by authorities as the finest production facility on the East Coast, went into use and has already proved its ability to mount the most elaborate productions on an efficient and economical basis. The Tele-Centre provides a smooth flow of production giving every possible advantage to cost-conscious advertisers.

Also in 1953, the Network developed the largest television station roster in the industry, with a total of 205 stations at the end of the year. These included 178 formal affiliates and 27 outlets on letter agreement. Through them the Network can now reach virtually every television set in the United States.

The Network's station clearances in 1953 were 50 to 100 per cent greater than the year before. This enabled Du Mont to put together some of the most extensive commercial networks in television.

In December, Du Mont purchased station KCTY in Kansas City—a move that enables all divisions of the corporation to pioneer in studying commercial and technical problems peculiar to UHF. Our organization thus became the first network to embrace the new medium.

Gross revenues of the Broadcasting Division in 1953 were 30 per cent greater than the year before, while Network billings rose 22 per cent—from $10,140,000 in 1952 to approximately $12,350,000 in 1953. Also, the Network was substantially ahead of 1952 in sponsors signed and in commercial hours telecast. Forty-three national advertisers were served.

Each of the three Du Mont owned and operated stations improved its position during the year. WABD, New York, applied a successful new sales formula for its participating programs, and had last-half net billings which were 24 per cent ahead of 1952, for the same months.

WABD became the city's third station in dollar billings. WTTG, Washington, moved into new and larger studios in the Raleigh Hotel, continued as leader in local programming with over 70 hours a week, and had billings in 1953 which were 32.9 per cent ahead of 1952. WDTV, Pittsburgh, prepared to move into ultra-modern studios in the new Gateway Centre early in 1954, and to increase its effective radiated power to 100 kilowatts. The station made the notable record of producing 127 local shows weekly in 1953.

Du Mont's substantial expansion of its station list in 1953 also sparked a considerable increase in activity in the cooperative program field, partly on telephone company facilities and partly through teletranscriptions. This field is a steadily growing enterprise which should continue to show gains in 1954.

The broadcasting division, which pioneered in the development of closed circuit television, expanded its activity by offering a complete service in connection with sales conferences, board meetings, demonstrations of the arts and sciences, entertainment programs and sporting events. The closed circuit department cooperated with the Atlantic Refining Company and the Esso Standard Oil Company in the use of this video service to launch new products before their national marketing organizations.

The film syndication department, in its second full year of operation, also saw considerable growth in the volume of its film sales to local stations and to advertisers.

All of the advances by the Du Mont organization in 1953 contributed greatly to the industry's magnificent service to the American people.

DuMONT TV NETWORK

TED BERGMANN
Managing Director

TED BERGMANN became director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and managing director of the Du Mont Television Network on January 1, 1954. Joining the Du Mont Television Network's sales staff in 1947 as an account executive, the first TV network sales group in the industry, he rapidly became the web's top salesman and has had an effective hand in signing most of the major time contracts bought by national advertisers since that time. He was made the network director of sales in July, 1951, and its general manager in July, 1953. He established an impressive list of TV "firsts." His presentations were responsible for first bringing into television sponsorship such important time buyers as the P. Lorillard Company and Procter and Gamble. He helped develop the Drug Store Television project which laid the pattern for multiple-sponsorship of high-budgeted network programs which is now widely followed. More recently, he negotiated the contracts for the first nation-wide pro football TV game series for Westinghouse and a group of regional sponsors. As chairman of the Contract Standardization Committee of the NARTB, Mr. Bergmann was instrumental in helping to standardize TV time contracts for the industry. New York City-born, he started with NBC radio in 1941 and presently is, at the age of 33, the youngest man to head a major national TV organization.

JOHN H. BACHEM
General Manager

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an advertising salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quarterlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.

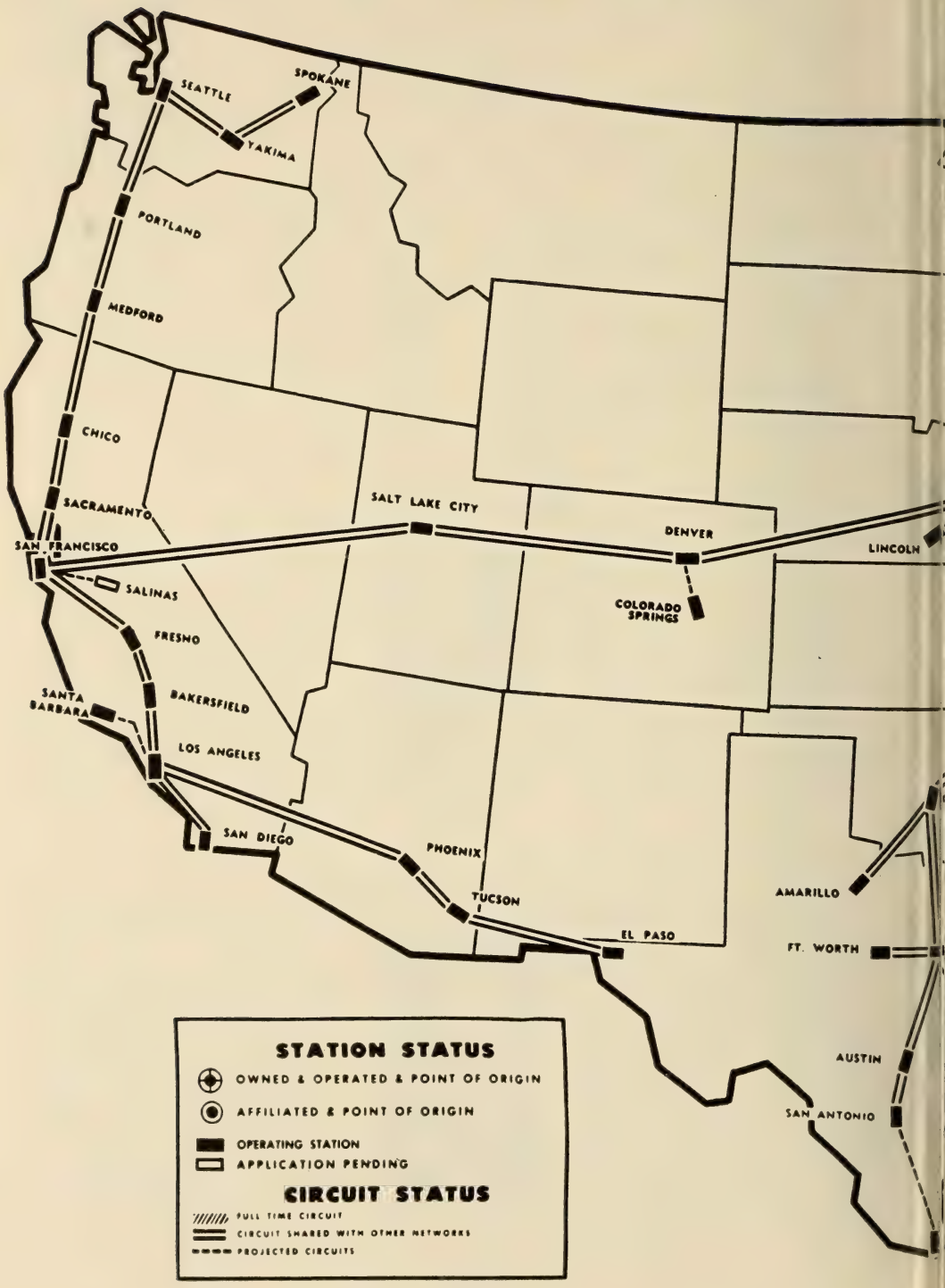
BACHEM

DONALD H. McGANNON
Ass't. Dir., Allen B. DuMont Laboratories, Inc.—Gen. Mgr., O & O Stations

DONALD H. McGANNON, a member of the New York and Connecticut Bars and the Federal Bar, and an experienced industry representative in labor-management matters, is assistant director of the broadcasting division of the Allen B. Du Mont Laboratories, Inc., and also general manager of the four DuMont Laboratories, Inc., and also general manager of the four Du Mont owned and operated television stations in New York, Washington, Pittsburgh and Kansas City. He came to Du Mont in February, 1952, as administrative assistant to the managing director of the network after several years of law practice. He was promoted to his present double-duty position in July, 1953. His responsibilities have been to a large measure centered about the development of the Du Mont station organization and the representation of Du Mont in various industrial negotiations, including ASCAP and labor organizations. He is a graduate of Fordham College and Fordham Law School.

McGANNON

DuMONT TELE


SEATTLE
SPOKANE
YAKIMA
PORTLAND
MEDFORD
CHICO
SACRAMENTO
SAN FRANCISCO
SALINAS
FRESNO
BAKERSFIELD
SANTA BARBARA
LOS ANGELES
SAN DIEGO
SALT LAKE CITY
DENVER
COLORADO SPRINGS
LINCOLN
PHOENIX
TUCSON
EL PASO
AMARILLO
FT. WORTH
AUSTIN
SAN ANTONIO
STATION STATUS
OWNED & OPERATED & POINT OF ORIGIN
AFFILIATED & POINT OF ORIGIN
OPERATING STATION
APPLICATION PENDING
CIRCUIT STATUS
FULL TIME CIRCUIT
CIRCUIT SHARED WITH OTHER NETWORKS
PROJECTED CIRCUITS

VISION NETWORK

DuMONT TELEVISION NETWORK

DuMONT
TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives

Ted Bergmann ..... Director
Donald H. McGannon ..... Assistant Director
John H. Bachem ..... General Manager
James L. Caddigan ... Dir. of Prog. and Production
Elmore B. Lyford .... Director of Station Relations
Robert L. Coe ..... Mgr., Station Relations Dept.
Rodney D. Chipp ..... Director of Engineering
Gerald Lyons ..... Director of Public Relations and Publicity
Thomas J. McMahon ..... Director of Sports
Morris A. Mayers . Mgr. Closed Circuit Operations
Gerry Martin ..... Director of Sales
Werner Michel ..... Executive Producer
Lynn Cleary ..... Business Manager
Joseph Hess ..... Controller, Broadcasting Division
Donald H. McGannon ..... Manager, Owned and Operated Stations
Leslie G. Arries, Jr. ..... Manager of WTTG, Washington, D. C.
Harold C. Lund ..... Manager of WDTV, Pittsburgh, Pennsylvania
Norman Knight ..... Manager of WABD, New York, N. Y.
Donald Stewart ..... Manager of KCTY, Kansas City, Mo.

Network Sales

Gerry Martin ..... Director of Network Sales
Robert Guthrie ..... Mgr., Sales Service
Lynn Cleary ..... Business Mgr., Sales Dept.
Edward R. Eadeh ..... Manager of Research
Gordon Mills ..... Central Division Sales Mgr. 435 North Michigan Avenue, Chicago 11, Illinois
Robert Lethbridge & Robert H. Miller Account Executives, Central Division, 435 North Michigan Avenue, Chicago 11, Illinois
William Koblenzer ..... Eastern Sales Manager
James F. Owens ..... Account Executive
Duncan R. Buckham ..... Account Executive
H. Malcolm Stuart ..... Account Executive
Richard B. Stark ..... Account Executive
Harry Pertka ..... Account Executive
John A. Thayer, Jr. ..... Account Executive
Ted Douglas ..... Account Manager
Hank Opperman ..... Account Manager

Programming and Production

James L. Caddigan ..... Director of Programming and Production
Werner Michael ..... Executive Producer
A. L. Hollander ..... Mgr. Program Operations
Richard Geismar ..... Bus. Mgr. Program Dept.
Jay Merkle ..... Progam Facilities Mgr.
Joan Thompson ..... Religious Programs
Don Russell ..... Chief Announcer
Ed Lieberthal ..... Chief Coordinator
Elizabeth Mears ..... Casting Director
Dominick Celentano ..... Supervisor of Music Acceptance
David Heilweil ..... Supervising Producer
Ted Hammerstein ..... Supervising Producer
Frank Bunetta ..... Supervising Producer
Roger Gerry ..... Supervising Producer
Irwin Rosten ..... Supervising Producer
Frank Telford ..... Producer-Director
Frank Bunetta ..... Senior Director
Harry Coyle ..... Director & Sports Producer
Pat Fay ..... Director
H. Wesley Kenney ..... Director
Richard Eckler ..... Director
William Marceau ..... Director
Arnold Nocks ..... Director
Lee Polk ..... Director
David Lowe ..... Dir. & Supervising Producer
Barry Shear ..... Director

Operations

Milton Morel.....Operations Manager
Saul Abraham.....Supervisor, Adelphia Theater
Samuel Spachner.....Supr., Ambassador Theater

Engineering

Rodney D. Chipp.....Director of Engineering
Robert F. Bigwood...Mgr. of General Engineering
H. C. Milholland...Mgr. of Technical Operations
S. Patremio.....Development Engineer
Robert Brown & Arthur Deneke
Building Facilities Engineers
Ed Kavanaugh.....Bldg. Maintenance Engineer
Eric Herud.....Technical Operations Engineer
Malcolm Burleson.....Chief Engineer, WTTG, Washington, D. C.
Raymond Rodgers...Chief Engineer, WDTV, Pitt.

Station Relations

Elmore B. Lyford.....Dir. of Station Relations
Robert L. Coe.....Mgr., Station Relations Dept.
Roylance H. Sharp.....Mgr., Traffic Dept.
Edwin G. Koehler..Area Super., Station Relations
Joseph R. Cox....Area Super., Station Relations
Jack Battey.....Area Super., Staton Relations
James O'Grady....Area Super., Station Relations
Robert S. Woolf.....Teletranscription Dept.

Sports Department

Thomas J. McMahon.....Director of Sports

Accounting

Joseph Hess.....Controller, Broadcast Division
Willoughby Walsh.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons....Director of Public Relations and Publicity

Research

Edward R. Eadeh.....Manager of Research

Personnel

Leil Tanenholz.....Manager, Network Personnel Department
Paul O'Friel.....Asst. Dir., Labor Relations

Advertising and Promotion

Norman S. Ginsburg.....Manager, Advertising Program Promotion
Norman S. Brett.....Manager, Sales Promotion

DuMont Owned and Operated Stations

WABD, New York

Norman Knight .....Manager
James L. Caddigan.....Program Director
Lawrence L. Wynn.....Sales Manager
Mike Wurster.....Sales Service Mgr.
Milton Morel.....Manager of N. Y. Operations
Saul Abraham.....Supervisor, Adelphi Theater
Sam Spachner...Supervisor, Ambassador Theater
S. W. Fairchild.....Production Facilities Super.
James Graham.....Prod. Facilities Super.
Edward Stevens.....Prod. Facilities Super.
Ralph Robbins.....Prod. Facilities Super.

SALES ACCOUNT EXECUTIVES

William Walters
Lawrence Buck
Perry Frank
Maxine Cooper
Robert Dwyer
Robert F. Adams

WDTV, Pittsburgh

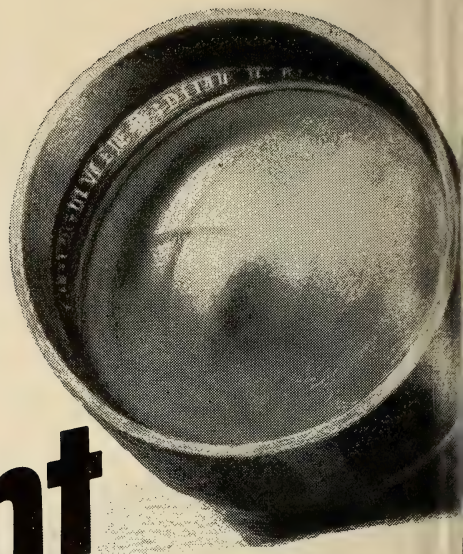
Harold C. Lund.....Manager
Bill Burns.....Director of News
George Baren Bregge.....Sales Director
Raymond Rodgers.....Chief Engineer
William A. Krough.....Sales Service Manager
Paul P. Palangi.....Personnel Manager
Dick Fortune.....Publicity Manager
Byron Dowty.....Program Manager
Shirley Gray.....Traffic Manager
Dave Murray.....News and Special Events
Richard Dreyfuss.....Film Manager
Julian I. Drob.....Stage Manager
George F. Marlick.....Merchandising & Prom.

WTTG, Washington

Leslie Arries, Jr.....General Manager
Roger M. Coelos.....Program Manager
M. M. Burleson.....Chief Engineer
George Flax.....Publicity Director

KCTY, Kansas City

Donald Stewart .....Manager
Richard Ostrander.....Program Manager



Du Mont

1953...205 STATION AFFILIATES

SINCE THE END of the freeze the Du Mont Television Network has *tripled* in size! It now has 205 stations *. . . and still continues to grow!*

Leading this rise, in October 1953, Bishop Sheen's outstanding "Life Is Worth Living" program became the first network series to be scheduled over 165 stations. Du Mont's "Dollar A Second" program and *weekly* Professional Football broadcasts also topped 100 stations . . . setting another clearance record. Even this record was broken by the Professional Football Championship Game of December 27th with 131 live stations . . . the largest *live* clearance in network television history.

In its 57% average annual rise in billings since 1950 . . . in its network growth . . . and in the creation of top programs . . . the rising success of the Du Mont Television Network reflects new pleasure for its public, new profits for its advertisers.

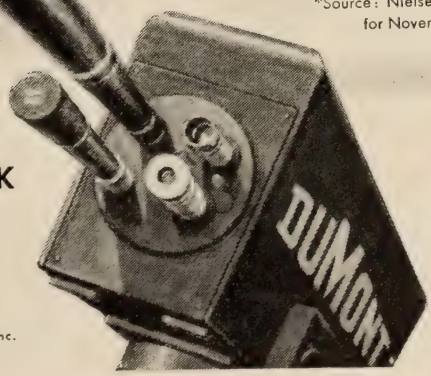
VISION is the Du Mont Dimension

Zooms Up!

AVERAGE RATING ALL NETWORK QUARTER HOURS 17.7*

1950-53...57% AVERAGE ANNUAL INCREASE IN BILLINGS

*Source: Nielsen, Second Report for November, 1953.



DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-2600

435 N. Michigan Ave., Chicago 11, Ill.
MO 4-6262

A Division of The Allen B. Du Mont Laboratories, Inc.

Du Mont Zooms Up!

1953...205 STATION AFFILIATES

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*Source: Nielsen, Second Report for November, 1953.

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
MUrray Hill 8-2600
435 N. Michigan Ave., Chicago 11, Ill.
MO 4-6262
A Division of The Allen B. Du Mont Laboratories, Inc.

"Magazine" Sales Concept Unfolds In TV Industry

By GEORGE H. FREY

National Broadcasting Company Vice President
In Charge of Television Network Sales

AN exciting sales plan that differs radically from the buying and selling design inherited from radio is unfolding in the television industry.

I'm writing, of course, about the "magazine concept"—the flexible new sales pattern pioneered by NBC to help the large advertiser use TV more fully and effectively, offer the moderate budgeted manufacturer the opportunity to participate in the highest rated hits, and, above all, put network television on the media schedule of the small advertiser.

Make no mistake about it, the magazine concept has arrived.

Basically, the plan is designed to head the network advertiser away from single-program sponsorship to a broader use of the entire program schedule. Instead of putting all his TV budget into one limited audience show, the advertiser spreads it across the network's varied program fare to achieve greater audience penetration. His advertising might be positioned in a high circulation variety show, in a news program, perhaps a women's daytime show and in a special event of national interest. The total dollar value might equal what he would invest in a single show, but the effect is the same as if the advertiser branched out from the Saturday Evening Post and added the plus exposure of Good Housekeeping, Life, Better Homes & Gardens and Time. The advertiser's commercials can be rotated according to the market groups he is most interested in reaching, and in the ultimate pattern he can increase commercials when he needs that extra sales push and ease off at other times.

At NBC, "Today," the network's early morning news and special events television program, was deliberately designed and scheduled as a springboard for the magazine concept. "Today" works for advertisers of all shapes and sizes. Commercial time can be ordered as late as a day in advance of a "Today" show. The client may order one or more participations for any day or week of his choosing. Local station cut-in announcements can be arranged at nominal cost to provide the audience with where-to-buy-it price information.

Has the magazine concept as practiced on "Today" been successful? Look at the figures: In 1953, time billings on the program topped the $5,000,000 level. Ranging from little Appian Way Pizza Pie to giant General Motors, "Today" boasted of 90 different clients participating on the show during the year.

With "Today" a solid hit with audiences, clients and agencies, NBC-TV took a further step incorporating this new theory of selling television time with the introduction on March 1, 1954, of "Home"—the mid-morning, hour-long electronic magazine for women.

It is obvious that flexibility is a basic feature and attraction of the entire magazine concept operation. It is equally clear that the job of supplying the programs, or editorial content, in the magazine concept rests mostly with the network. Talent and production costs being what they are, and considering the rate at which television burns up material, it is necessary to centralize the source of programming to stay within reason. Only the network can divide up the operation into cost units that make sense and at the same time average out the hits and misses.

With such a system of centralized control, the network can afford to do far more program experimentation than in the past, trying out new ideas and testing new talent in the never ending search to enrich the service to the American audience. Certainly, few advertisers and no agencies can afford to run on-the-air laboratories, yet both are quick to agree that this experimentation is vital to a healthy future for television.

Under the system of program control that goes hand-in-hand with this stimulating new magazine concept, the networks will be able to assume the burden.

N. B. C. TELEVISION NETWORK

DAVID SARNOFF
Chairman of the Boards of RCA and NBC

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial manager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SARNOFF

SYLVESTER L. WEAVER, JR.
President of NBC

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

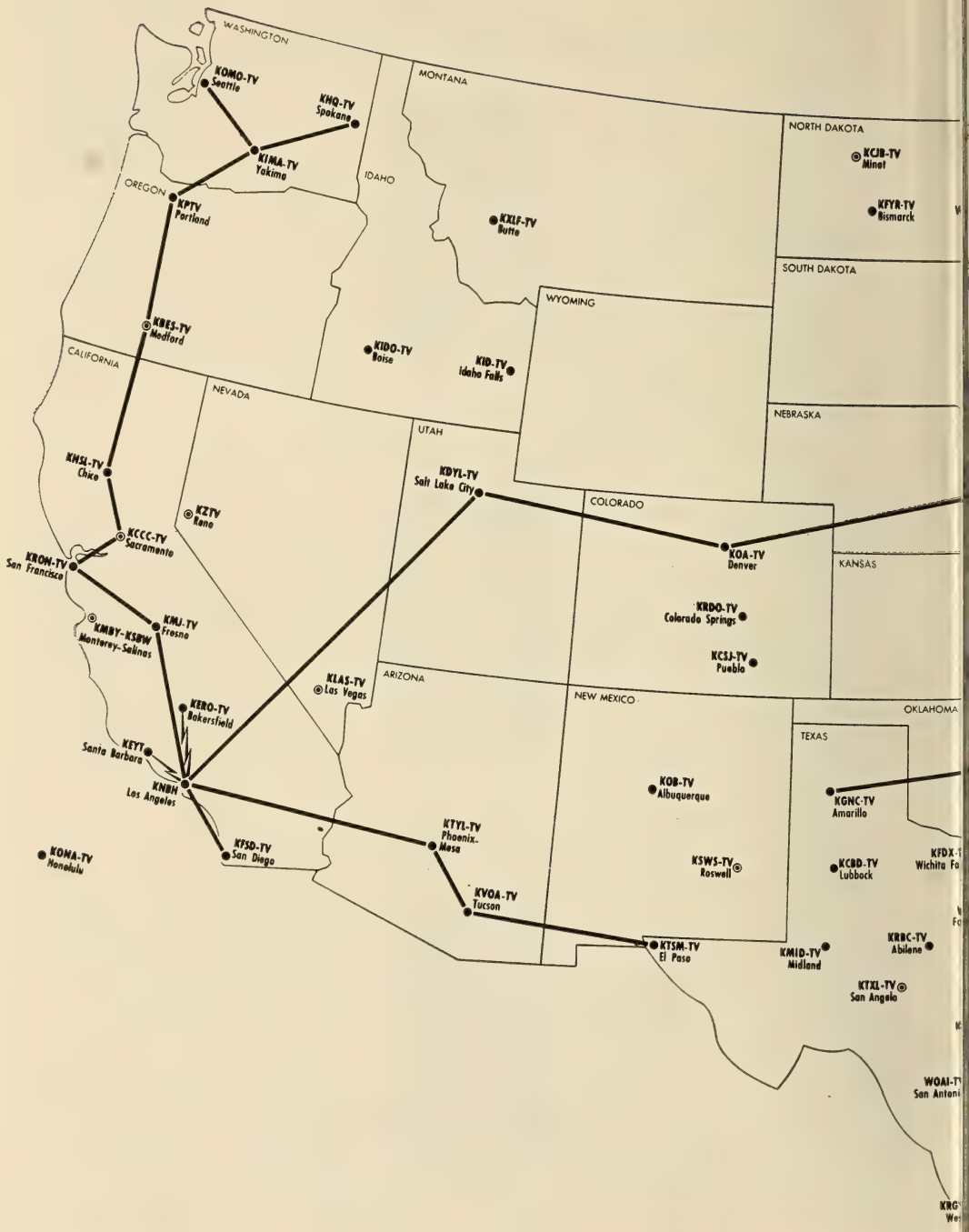
WEAVER, JR.

ROBERT W. SARNOFF
Executive Vice President of NBC

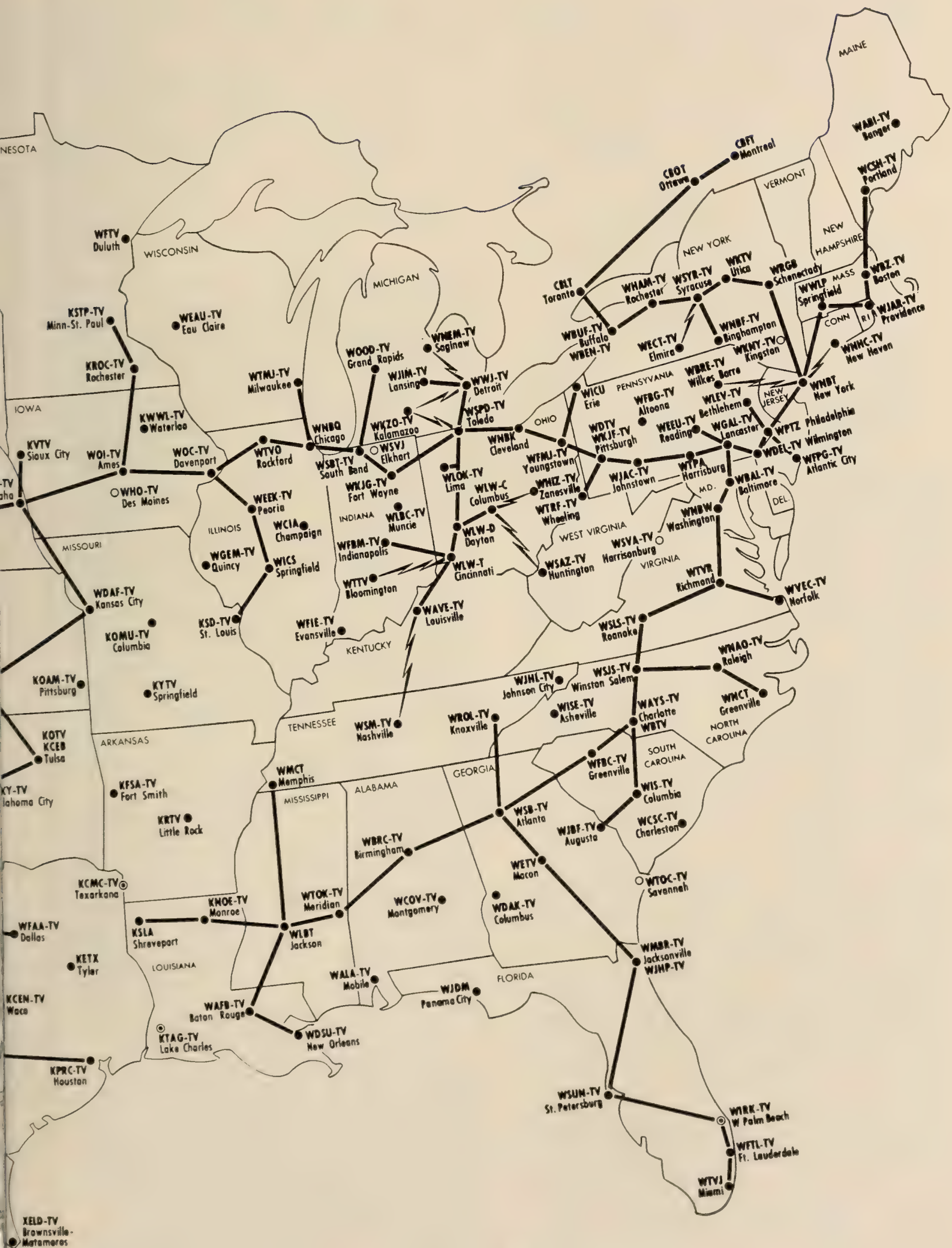
Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

SARNOFF

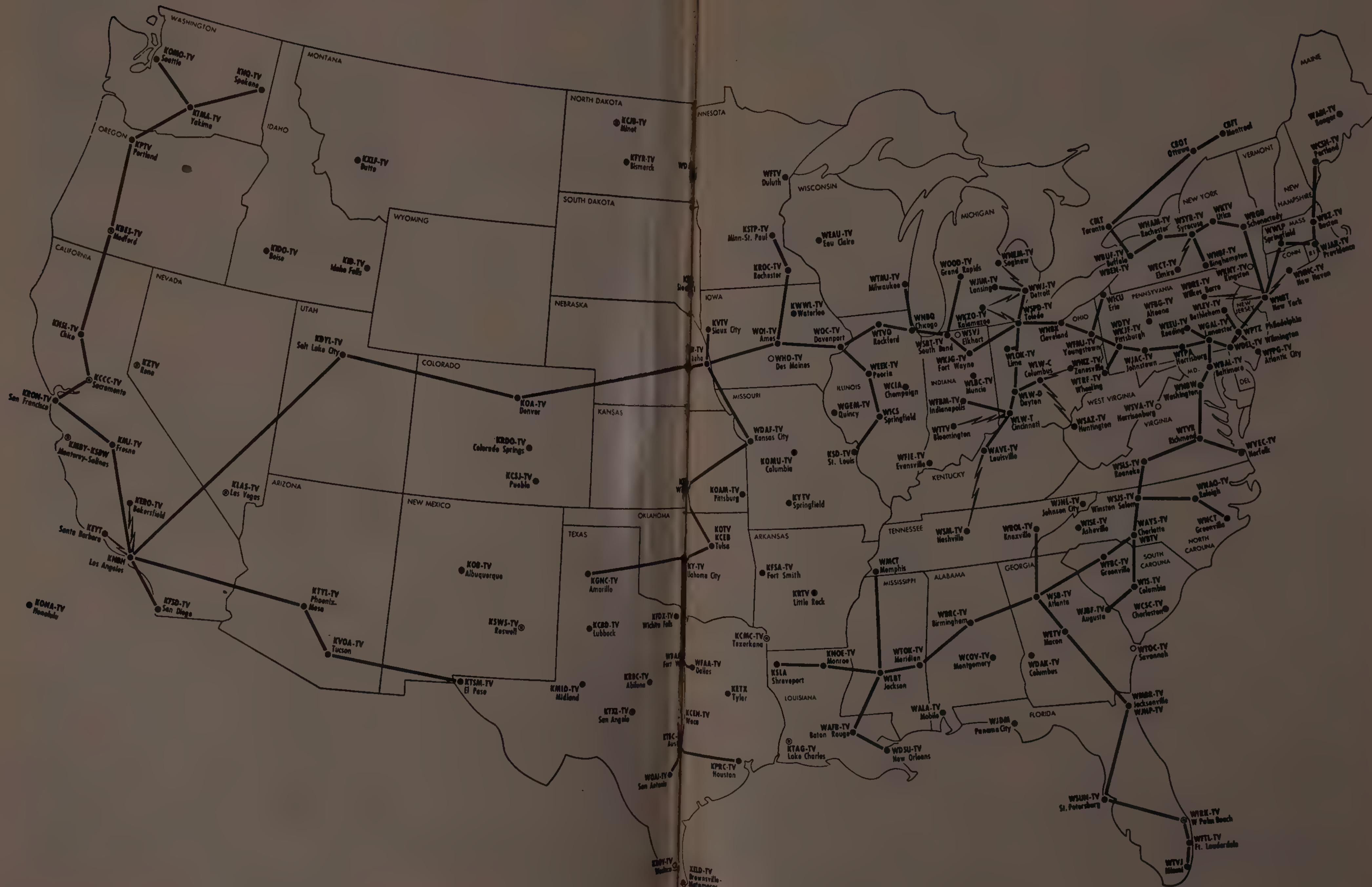
NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NATIONAL
BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address:
NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. . . . . President
Robert W. Sarnoff . . . . . Exec. Vice President

Finance and Services

Joseph V. Heffernan . . . . . Vice Pres. in Chg. of Finance & Services
David C. Adams . . . Administrative Vice President
Samuel Chotzinoff . . . . . General Music Director

Engineering

O. B. Hanson . . . . . Vice Pres. & Chief Engineer
William A. Clark . . . . . Administrative Assistant
Edward R. Cullen . . . . . Liaison Engineer
Joseph D'Agostino . . . . . Liaison Engineer
Raymond F. Guy . . . . . Mgr. of Radio & Allocation Engineering
George M. Nixon . . . . . Mgr. of Engineering Development
Chester A. Rackey . . . . . Mgr. of Audio-Video Engineering
Robert W. Shelby . . . . . Dir. of Color TV Systems Development
James Wood, Jr. . . . . Mgr. of Technical Services

Station Relations

Harry Bannister . . . . . V.P. in Chg. of Station Rela.
Sheldon B. Hickox . . . . . Dir. of Station Relations
Thomas Knode . . . . . Mgr. of Station Relations
Harry A. Woodman . . . . . Mgr. of Traffic Dept.

Treasurer

Joseph A. McDonald . . . . . Treasurer
William A. Williams . . . . . Assistant Treasurer
Harry F. McKeon . . . . . Dir. of the Tax Dept.
William D. Bloxham . . . . . Manager of Purchasing Integrated Services

Integrated Services

William S. Hedges . . V.P. for Integrated Services
Edward M. Lowell . . . . . Mgr. Bldg. & Gen. Services Dept.
William B. Miller . . . . . Night Executive Officer
Peter M. Tintle . . . . . Mgr. of Guest Relations
Mildred Joy . . . . . Chief Librarian

PRESS AND PUBLICITY

Sydney H. Eiges . . . . . V.P. for Press & Publicity
Richard T. Connelly . . . . Dir. of Press Department
Don. Bishop . . . . . Mgr. of Program Publicity
Ellis Moore . . . . . Mgr. of Radio-TV Business Pub.
Kathryn Cole . . . . . Manager of Information
Cornelius Sullivan . . . . . Public Rel. Representative

TELEVISION NETWORK SALES

George H. Frey . . . . . Vice Pres. in Chg. of TV Network Sales
Charles C. Barry . . . . Vice Pres. for Program Sales

Sales Department

John Lanigan . . . . . Mgr. of Eastern Sales Division
Edward R. Hitz . . . . . Mgr. of Central Sales Div.
John K. Williams . . . . . Mgr. of Western Sales Div.

Sales Administration

Walter Scott . . . . . Administrative Sales Manager
Stephen A. Flynn . . . . . Manager of Sales Service
Robert McFadyen . . . . . Dir. of Sales Development
Hamilton Robinson . . . . . Mgr. of Office Services

Research and Planning Department

Hugh M. Beville . . . . . Dir. of Research & Planning
Dr. Thomas E. Coffin . . . . . Manager of Research
Allen R. Cooper . . . . . Mgr. of Markets & Media
James H. Cornell . . . . . Mgr. of Audience Measurement
Barry T. Rumple . . . . . Manager of Plans

Advertising and Promotion Department

Jacob A. Evans . . Dir. of Advertising & Promotion
John Porter . . . . . Sales Promotion Manager
David Hedley . . . . . Mgr. of Presentations
Pat Steel . . . . . Advertising Manager
Clyde Clem . . . . . Audience Promotion Manager
Fred Veit . . . . . Mgr. of Art Production & Graphics

Merchandising Department

Fred Dodge . . . . . Director of Merchandising

Murray Heilweil.....Manager of Merchandising
Loy Lee.....Asst. Mgr. of Merchandising
Gordon Lane.....Promotion Manager

TELEVISION NETWORK PROGRAMS DIVISION

Thomas McAvity.....Vice Pres. in Chg. of TV Network Programs Division

National Television Program Department

Sam Fuller.....Natl. TV Program Mgr.
Michael Dann.....TV Network Program Mgr.
Leroy Passman.....TV Network Program Administrative Manager

Production and Business Affairs Department

Earl Rettig..In Chg. of Prod. & Business Affairs
Leonard Hole.....Director of Production
William V. Sargent.....Divisional Business Mgr.
Anthony M. Hennig.....Associate Dir. of Prod.
George McElrath.....Dir. of Technical Oper.
James A. Glenn.....Dir. of Plant Operations
Fred Shawn.....Dir. of Production Operations
Norman Grant.....Dir. of Design & Art Oper
J. Robert Myers.....Business Mgr. of Production
Edward J. Stegeman....Mgr. of Program Budgets
Thomas Loeb.....Mgr. of the Business Unit
John J. Heywood.....Mgr. of Divisional Budgets

Public Affairs Department

Davidson Taylor.....Dir. of Public Affairs
William R. McAndrew..Mgr. of News & Special Events
Thomas S. Gallery.....Manager of Sports
Edward Stanley..Mgr. of Public Service Programs
Eugene Juster.....Manager of Films
William Garden.....Sup. of Public Affairs Prod.

Talent Department

Gustav B. Margraf.....Vice Pres. for Talent
Hal Kemp.....Manager of Talent Office

FILM DIVISION

Carl M. Stanton...Vice Pres. in Chg. of Film Div.
Edgar G. Sisson, Jr.....Asso. Dir. of Film Div.
Charles Henderson.....Director of Publicity
John B. Cron.....National Sales Manager
Stanton M. Osgood.....Production Manager
Robert A. Anderson.....Business Manager
David Savage.....Mgr. of Film Procurement
Frank LePore...Film & Kinescope Operations & Service Manager

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny...Vice Pres. in Chg. of Owned Stations and Spot Sales
Henry T. Sjogren..Controller for Owned Stations
Charles H. Colledge.....Dir. of Technical Oper.
Charles C. Bevis.....General Executive
Robert F. Blake.....Director of Publicity

WNBT, New York

Hamilton Shea.....Gen. Mgr. of WNBT
Ernest de la Ossa.....Station Mgr. of WNBT
Richard M. Pack.....Dir. of Programs & Operations, WNBT
Peter Affe.....Mgr. of Operations for WNBT
Max Buck.....Dir. of Advertising, Sales Promotion & Merchandising
Jay Heitin.....Television Sales Manager

WNBQ, Chicago

Harry C. Kopf.....V.P. & Gen. Mgr. of WNBQ
Jules Herbuveaux.....Asst. General Manager
Charles Dress.....Director of Sales
George Heinemann.....Director of Programming
John F. Whalley.....Director of Operations
Howard C. Luttgens.....Engineer in Charge

WNBK, Cleveland

Lloyd E. Yoder.....General Manager for WNBK
Samuel E. Leonard.....Engineer in Charge
Brooks Taylor.....Program Director

WNBW, Washington

Carleton D. Smith..V.P. & Gen. Mgr. of WNBW
Joseph Goodfellow.....Director of Sales
James Kovach.....Program Director
Lefferts A. McClelland....Director of Operations
John G. Rogers.....Engineer in Charge

KNBH, Hollywood

Donald A. Norman.....General Manager
James Parks.....Sales Manager
John Wehrheim.....Station Business Manager
John Knight.....Station Engineer

National Spot Sales

Thomas B. McFadden....Dir. of Natl. Spot Sales
Richard H. Close.....Mgr. for Represented Sta.
Harold Shepard...Sales Development Advertising & Promotion Manager
John Reber.....Natl. Mgr. for TV Spot Sales
Caroline Herbert.....Sales Service Mgr.

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell.....Vice President, Washington
George Wheeler.....Asst. to the Vice President

Pacific Division

John K. West.....Vice Pres. for the Pacific Div.
Frederic W. Wile, Jr....Vice Pres. in Chg. of TV Network Programs (Pacific Div.)
Frank Cleaver.....Program Mgr., TV Network (Pacific Division)
Thomas W. Sarnoff.....Production Dir., TV Network (Pacific Div.)
Frank Dellett.....Business Mgr. (Pacific Div.
Lewis S. Frost.....Director of Public Relations
Leslie Raddatz.....Mgr. of Press & Publicity

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 282.

SHOW AND SALES

In these two words you'll find the crux of NBC Television's program philosophy. In application, it means that the subject of the program, whether it's news or a musical revue, should be created with pace and glamour, with all the showmanlike trappings that can be used. But also it should be designed to be an efficient selling vehicle which will make maximum use of television's special selling talents.

To see how this policy is working, let's look at the record: ⟶

MANSHIP

MANSHIP

Today
Home
Your Show of Shows
Philco-Goodyear Television Playhouse
Colgate Comedy Hour
Life of Riley
Dragnet
Ding Dong School
Howdy Doody
The Pinky Lee Show
NBC Opera Theatre
The Dennis Day Show
I Married Joan
Robert Montgomery Presents
Zoo Parade
Kukla, Fran and Ollie
Mister Peepers
Hallmark Hall of Fame

Last year 125 advertisers found NBC Television's showmanship and its salesmanship eminently suited to their needs. It can work efficiently for you too.

NBC

TELEVISION

a service of Radio Corporation of America

SHOWMANSHIP AND SALESMANSHIP

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Last year 125 advertisers found NBC Television's showmanship and its salesmanship eminently suited to their needs. It can work efficiently for you too.

NBC

TELEVISION

a service of Radio Corporation of America

28.5 Million TV Sets Manufactured Since 1946

Over 28.5 million television receivers were shipped to dealers in the United States, Hawaii and Alaska during the eight year period from 1946 to the end of 1953. The bulk of the sets, according to statistics released by the Radio-Electronics-Television Manufacturers Assn., went to dealers in the United States. TV dealers in Hawaii received 25,308 receivers in 1953, while a total of 2,330 sets went to Alaska.

The following table shows state-by-state shipments.

State	Total
Alabama	252,860
Arizona	88,940
Arkansas	87,670
California	2,611,981
Colorado	172,027
Connecticut	540,026
Delaware	92,885
District of Columbia	303,279
Florida	337,897
Georgia	398,558
Idaho	28,616
Illinois	2,048,620
Indiana	812,578
Iowa	407,832
Kansas	191,037
Kentucky	333,367
Louisiana	245,015
Maine	83,343
Maryland	546,100
Massachusetts	1,257,588
Michigan	1,386,542
Minnesota	428,080
Mississippi	87,712
Missouri	714,062
Montana	12,808
Nebraska	203,433
Nevada	12,064
New Hampshire	85,966
New Jersey	1,462,698
New Mexico	42,281
New York	4,100,448
North Carolina	378,770
North Dakota	22,178
Ohio	2,236,969
Oklahoma	310,388
Oregon	133,563
Pennsylvania	2,647,072
Rhode Island	205,525
South Carolina	125,577
South Dakota	24,744
Tennessee	309,091
Texas	986,598
Utah	128,374
Vermont	26,298
Virginia	434,166
Washington	366,311
West Virginia	216,998
Wisconsin	532,857
Wyoming	7,123
Grand Total	28,468,818

Television Allocations Of The FCC

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ALPHABETICALLY BY STATE — CITY

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COMMERCIAL

•

EDUCATIONAL

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	56
Port Chicago	15
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

* Denotes Channel reservation for non-commercial educational use.

COLORADO

	Channel No.
Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26, 50

FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64

	Channel No.
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 60
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

	Channel No.
Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	74, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	33
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, 23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26

* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Claremont	37
Concord	27
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Raleigh	5, *22, 28
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Fayetteville	27
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* Denotes Channel reservation for non-commercial educational use.

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* Denotes Channel reservation for non-commercial educational use.

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* Denotes Channel reservation for non-commercial educational use.

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*Telepulse multi-market ratings for September 1953

Television Stations

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ALPHABETICALLY LISTED BY CITIES — CALL LETTERS

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PERSONNEL

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FACILITIES

UHF Advancement Seen As Prime Project For '54

By HERBERT E. TAYLOR, JR.
Manager, Communication Products Division, Allen B. Du Mont Laboratories, Inc.

EMPHASIS on color research and equipment development will continue in 1954 and laboratory equipment will be installed and operated in a few major market stations capable of the financial luxury of color telecasts with few receivers. The basic pattern of expansion will be in the direction of added stations, higher power transmission in both UHF and VHF, higher quality film and recorded program transmission and additional accessory equipment designed to simplify operations.

The increasing availability of higher powered UHF transmitters and improved UHF television receivers may mark 1954 as the year when the terms UHF and VHF become just plain television to the viewing public and the UHF broadcaster becomes competitive with VHF for the advertising dollar on an equal basis.

Du Mont in 1953 proved that with higher power and careful installation UHF could be competitive with VHF. The fruits of the study made at WGLV in Easton, Pa., increased the assurance to the UHF broadcaster of financial success.

It takes little imagination to realize that a truly nationwide competitive television broadcast system is largely dependent upon UHF for success. The reason is simple. The Federal Communications Commission plans to license many more UHF stations than VHF. Of the approximately 2,000 stations now possible under the FCC allocation plans, more than two-thirds will be UHF. In order that television service may reach the nationwide scope planned, it is vital for UHF stations to provide strong area coverage.

Until recently, the rapid expansion of UHF had been retarded by the lack of high-power UHF transmitters and the resulting inability of UHF stations to provide strong local coverage. With high-power UHF now available, stations in the upper frequencies are now able to transmit signals which are as strong, as reliable, and as free from interference as are VHF signals.

Advertisers therefore know that their dollars spent for commercials and time are resulting in sharp reproduction of their programs and messages. Manufacturers are finding a stronger demand for UHF receivers. Television networks can rest assured that UHF affiliates can be worthy and strong affiliates. And most important, the American public on an increasing scale is getting to know that UHF provides good reception. Educational television is also beginning to see its opportunities for service realized.

Therefore, major expansion for the equipment industry will have to be in this field. Transmitter power then becomes the hub for continued growth and 1954 may mark the first year of maturity for UHF transmission.

Color problems will not seriously disrupt the television broadcast equipment industry in this year of transition. The broadcasters' demand for color equipment should not be great considering the projected limited hours of programming and receivers that will be available. It would appear that the major problem lies in the receiver which must meet the public's requisites of large screen, simple operation and price, the combination of which represents a goal not obtainable in 1954.

The coming year will undoubtedly continue the growth trend of this industry extending the nationwide service through black and white. When color receivers meet the needs of the public and are capable of reproducing black and white reception equal to that of a standard monochrome receiver, the great rush will be on. This will not be in 1954. An excellent example of the public's attitude may be found in the action of a Wyoming man who wired associates in New York his answer to the FCC's approval of color. His wire read, "Color television? Hell, we just want television, period."

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KBAY-TV	San Francisco, Calif.	854
KBES-TV	Medford, Ore.	903
KBID-TV	Fresno, Calif.	849
KBOI	Boise, Idaho	863
KBTV	Denver, Colo.	855
KCBD-TV	Lubbock, Tex.	918
KCCC-TV	Sacramento, Calif.	853
KCEB	Tulsa, Okla.	903
KCEN-TV	Temple, Tex.	919
KCJB-TV	Minot, N. D.	897
KCMC-TV	Texarkana, Tex.	919
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KDRO-TV	Sedalia, Mo.	883
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KOOL-TV	Phoenix, Ariz.	847
KOPO-TV	Tucson, Ariz.	848
KOPR-TV	Butte, Mont.	883
KOTV	Tulsa, Okla.	903
KOY-TV	Phoenix, Ariz.	848
KPHO	Phoenix, Ariz.	848
KPIC	Salem, Ore.	905
KPIX	San Francisco, Calif.	854
KPRC-TV	Houston, Tex.	918
KPTV	Portland, Ore.	905
KQTV	Fort Dodge, Ia.	867
KRBC-TV	Abilene, Tex.	915
KRDO-TV	Colorado Springs, Colo.	855
KRGV-TV	Weslaco, Tex.	919
KRLD-TV	Dallas, Tex.	916
KROC-TV	Rochester, Minn.	878
KROD-TV	El Paso, Tex.	917
KRON-TV	San Francisco, Calif.	854
KRTV	Little Rock, Ark.	848
KSD-TV	St. Louis, Mo.	881
KSL-TV	Salt Lake City, Utah	920
KSLA	Shreveport, La.	871
KSTM-TV	St. Louis, Mo.	883
KSTP-TV	St. Paul-Minneapolis, Minn.	879
KSWB-TV	Salinas, Calif.	853
KSWO-TV	Lawton, Okla.	902

Station	City—State	Page
KSWS-TV	Roswell, N. M.	888
KTAG-TV	Lake Charles, La.	871
KTBC-TV	Austin, Tex.	915
KTLA	Los Angeles, Calif.	851
KTNT-TV	Tacoma, Wash.	922
KTSM-TV	El Paso, Tex.	917
KTTS-TV	Springfield, Mo.	883
KTTV	Los Angeles, Calif.	851
KTVA	Anchorage, Alaska	926
KTVE	Longview, Tex.	918
KTVQ	Oklahoma City, Okla.	903
KTVU	Stockton, Calif.	855
KTXL-TV	San Angelo, Tex.	918
KVAN-TV	Vancouver, Wash.	922
KVEC-TV	San Luis Obispo, Calif.	854
KVOA-TV	Tucson, Ariz.	848
KVOS-TV	Bellingham, Wash.	922
KVTH	Hutchinson, Kan.	868
KVTV	Sioux City, Ia.	868
KWFT-TV	Wichita Falls, Tex.	920
KWTV	Oklahoma City, Okla.	903
KWWL-TV	Waterloo, Ia.	868
KXLF-TV	Butte, Mont.	883
KXLY-TV	Spokane, Wash.	922
KYTV	Springfield, Mo.	883
KZTV	Reno, Nev.	887
WAAM	Baltimore, Md.	873
WABC-TV	New York, N. Y.	889
WABD	New York, N. Y.	889
WABI-TV	Bangor, Me.	871
WABT	Birmingham, Ala.	847
WACH	Newport News-Norfolk, Va.	921
WAFB-TV	Baton Rouge, La.	869
WAGA-TV	Atlanta, Ga.	860
WAIM-TV	Anderson, S. C.	912
WAKR	Akron, O.	897
WALA-TV	Mobile, Ala.	847
WAPA-TV	San Juan, P. R.	926
WARD-TV	Johnstown, Pa.	907
WARM-TV	Scranton, Pa.	909
WATR-TV	Waterbury, Conn.	858
WATV	Newark, N. J.	837
WAVE-TV	Louisville, Ky.	869
WAYS-TV	Charlotte, N. C.	895
WBAL-TV	Baltimore, Md.	873
WBAP-TV	Fort Worth, Tex.	917
WBAY-TV	Green Bay, Wisc.	924
WBBM-TV	Chicago, Ill.	863
WBEN-TV	Buffalo, N. Y.	889
WBKB	Chicago, Ill.	864
WBKZ-TV	Battle Creek, Mich.	875
WBLN	Bloomington, Ill.	863
WBNS-TV	Columbus, O.	901
WBRC-TV	Birmingham, Ala.	847
WBRE-TV	Wilkes-Barre, Pa.	911
WBTM-TV	Danville, Va.	920
WBTV	Charlotte, N. C.	895
WBUF-TV	Buffalo, N. Y.	889
WBZ-TV	Boston, Mass.	874
WCAN-TV	Milwaukee, Wisc.	925
WCAU-TV	Philadelphia, Pa.	907
WCBS-TV	New York, N. Y.	891
WCCO-TV	Minneapolis, Minn.	878
WCHA-TV	Chambersburg, Pa.	905
WCIA	Champaign, Ill.	863
WCMB-TV	Harrisburg, Pa.	906
WCOC-TV	Meridian, Miss.	879
WCOG-TV	Greensboro, N. C.	895
WCOS-TV	Columbia, S. C.	913
WCOV-TV	Montgomery, Ala.	847
WCPO-TV	Cincinnati, O.	899
WCSC-TV	Charleston, S. C.	912
WCSH-TV	Portland, Me.	873
WDAF-TV	Kansas City, Mo.	881
WDAK-TV	Columbus, Ga.	861
WDAN-TV	Danville, Ill.	864
WDAY-TV	Fargo, N. D.	896
WDEL-TV	Wilmington, Del.	858
WDSU-TV	New Orleans, La.	871
WDTV	Pittsburgh, Pa.	909
WEAR-TV	Pensacola, Fla.	860
WEAU-TV	Eau Claire, Wisc.	924
WECT	Elmira, N. Y.	889
WEEK-TV	Peoria, Ill.	864
WEEU-TV	Reading, Pa.	909
WEHT	Henderson, Ky.	869
WENS	Pittsburgh, Pa.	909
WEWS	Cleveland, O.	899
WFAA-TV	Dallas, Tex.	916
WFAM-TV	Lafayette, Ind.	866
WFBC-TV	Greenville, S. C.	913
WFBG-TV	Altoona, Pa.	905
WFBM-TV	Indianapolis, Ind.	866
WFIE	Evansville, Ind.	866
WFIL-TV	Philadelphia, Pa.	907
WFMJ-TV	Youngstown, O.	902
WFMY-TV	Greensboro, N. C.	895
WFPG-TV	Atlantic City, N. J.	887
WFTL-TV	Ft. Lauderdale, Fla.	859
WFTV	Duluth, Minn.	878
WGAL-TV	Lancaster, Pa.	907
WGAN-TV	Portland, Me.	873
WGBI-TV	Scranton, Pa.	911
WGEM-TV	Quincy, Ill.	865
WGLV	Easton, Pa.	905
WGN-TV	Chicago, Ill.	863
WGVL	Greenville, S. C.	913
WHAM-TV	Rochester, N. Y.	891
WHAS-TV	Louisville, Ky.	869
WHB-TV	Kansas City, Mo.	881
WHBF-TV	Rock Island, Ill.	865
WHBQ-TV	Memphis, Tenn.	914
WHEC-TV	Rochester, N. Y.	891
WHEN	Syracuse, N. Y.	893
WHIO-TV	Dayton, O.	901
WHIZ-TV	Zanesville, O.	902
WHP-TV	Harrisburg, Pa.	906
WHUM-TV	Reading, Pa.	909
WHYN-TV	Springfield-Holyoke, Mass.	874
WIBW-TV	Topeka, Kan.	868
WICA-TV	Ashtabula, O.	899
WICC-TV	Bridgeport, Conn.	857
WICS	Springfield, Ill.	865
WICU	Erie, Pa.	905
WIFE	Dayton, O.	901
WILK-TV	Wilkes-Barre, Pa.	911
WILS-TV	Lansing, Mich.	877
WINK-TV	Fort Meyers, Fla.	859
WIRK-TV	West Palm Beach, Fla.	860
WIS-TV	Columbia, S. C.	913
WISE-TV	Asheville, N. C.	893
WITV	Ft. Lauderdale, Fla.	859
WJAC-TV	Johnstown, Pa.	907
WJAR-TV	Providence, R. I.	911

Station	City—State	Page
WJBF-TV	Augusta, Ga.	861
WJBK-TV	Detroit, Mich.	875
WJDM	Panama City, Fla.	859
WJHL-TV	Johnson City, Tenn.	913
WJHP-TV	Jacksonville, Fla.	859
WJIM	Lansing, Mich.	877
WJMR-TV	New Orleans, La.	871
WJPB-TV	Fairmont, W. Va.	923
WJTV	Jackson, Miss.	879
WKAB-TV	Mobile, Ala.	847
WKAQ-TV	San Juan, P. R.	926
WKBN-TV	Youngstown, O.	902
WKJF-TV	Pittsburgh, Pa.	909
WKJG-TV	Fort Wayne, Ind.	866
WKLO-TV	Louisville, Ky.	869
WKNA-TV	Charleston, W. Va.	923
WKNB-TV	New Britain, Conn.	587
WKNX-TV	Saginaw, Mich.	878
WKNY-TV	Kingston, N. Y.	889
WKOW-TV	Madison, Wisc.	924
WKRC-TV	Cincinnati, O.	899
WKST-TV	New Castle, Pa.	907
WKTV	Utica, N. Y.	893
WKY-TV	Oklahoma City, Okla.	903
WKZO-TV	Kalamazoo, Mich.	877
WLAM-TV	Lewiston, Me.	873
WLBC-TV	Muncie, Ind.	866
WLBR-TV	Lebanon, Pa.	907
WLBT	Jackson, Miss.	879
WLEV-TV	Bethlehem, Pa.	905
WLOK-TV	Lima, O.	901
WLVA-TV	Lynchburg, Va.	921
WLW-A	Atlanta, Ga.	860
WLW-C	Columbus, O.	901
WLW-D	Dayton, O.	901
WLW-T	Cincinnati, O.	899
WMAL-TV	Washington, D. C.	858
WMAR-TV	Baltimore, Md.	873
WMAZ-TV	Macon, Ga.	861
WMBR-TV	Jacksonville, Fla.	859
WMCT	Memphis, Tenn.	915
WMGT-TV	Adams, Mass.	874
WMIN-TV	St. Paul, Minn.	879
WMT-TV	Cedar Rapids, Ia.	867
WMTV	Madison, Wisc.	924
WMUR-TV	Manchester, N. H.	887
WNAC-TV	Boston, Mass.	874
WNAM-TV	Neenah-Appleton-Menasha, Wisc.	925
WNBF-TV	Binghamton, N. Y.	888
WNBK	Cleveland, O.	899
WNBQ	Chicago, Ill.	864
WNBT	New York, N. Y.	891
WNBW	Washington, D. C.	858
WNCT	Greenville, N. C.	895
WNEM-TV	Bay City-Saginaw, Mich.	875
WNET	Providence, R. I.	912
WNEX-TV	Macon, Ga.	861
WNHC-TV	New Haven, Conn.	857
WNOA-TV	Raleigh, N. C.	895
WNOK-TV	Columbia, S. C.	913
WNOW-TV	York, Pa.	911
WOAI-TV	San Antonio, Tex.	919
WOC-TV	Davenport, Ia.	867
WOI-TV	Ames, Ia.	867
WOKY-TV	Milwaukee, Wisc.	925
WOOD-TV	Grand Rapids, Mich.	877
WOR-TV	New York, N. Y.	891
WOSH-TV	Oshkosh, Wisc.	925
WOW-TV	Omaha, Neb.	885
WPAG-TV	Ann Arbor, Mich.	875
WPFA	Pensacola, Fla.	860
WPIX	New York, N. Y.	891
WPMT	Portland, Me.	873
WPTZ	Philadelphia, Pa.	909
WRAY-TV	Princeton, Ind.	866
WRBL-TV	Columbus, Ga.	861
WREX-TV	Rockford, Ill.	865
WRGB	Schenectady, N. Y.	893
WROL-TV	Knoxville, Tenn.	914
WROM-TV	Rome, Ga.	861
WROW-TV	Albany, N. Y.	888
WRTV	Asbury Park, N. J.	887
WSAZ-TV	Huntington, W. Va.	923
WSB-TV	Atlanta, Ga.	860
WSBA-TV	York, Pa.	911
WSBT-TV	South Bend, Ind.	866
WSIL-TV	Harrisburg, Ill.	864
WSIX-TV	Nashville, Tenn.	915
WSJS-TV	Winston-Salem, N. C.	895
WSJV	Elkhart, Ind.	865
WSLS-TV	Roanoke, Va.	921
WSM-TV	Nashville, Tenn.	915
WSPD-TV	Toledo, O.	902
WSTV-TV	Steubenville, O.	902
WSUN-TV	St. Petersburg, Fla.	860
WSVA-TV	Harrisonburg, Va.	921
WSYR-TV	Syracuse, N. Y.	893
WTAC-TV	Flint, Mich.	877
WTAO-TV	Boston, Mass.	874
WTAP	Parkersburg, W. Va.	924
WTAR-TV	Norfolk, Va.	921
WTCN	Minneapolis, Minn.	878
WTMJ-TV	Milwaukee, Wisc.	925
WTOB-TV	Winston-Salem, N. C.	896
WTOC-TV	Savannah, Ga.	861
WTOK-TV	Meridian, Miss.	879
WTOP-TV	Washington, D. C.	858
WTOV-TV	Norfolk, Va.	921
WTPA	Harrisburg, Pa.	906
WTRF-TV	Wheeling, W. Va.	924
WTRI	Schenectady, N. Y.	893
WTSK-TV	Knoxville, Tenn.	914
WTTG	Washington, D. C.	858
WTTV	Bloomington, Ind.	865
WTVE	Elmira, N. Y.	889
WTVH-TV	Peoria, Ill.	864
WTVI	St. Louis, Mo.	883
WTVJ	Miami, Fla.	859
WTVN	Columbus, O.	901
WTVO	Rockford, Ill.	865
WTVP	Decatur, Ill.	864
WTVR	Richmond, Va.	921
WTVU	Scranton, Pa.	911
WVEC-TV	Hampton-Norfolk, Va.	920
WVET-TV	Rochester, N. Y.	893
WWJ-TV	Detroit, Mich.	877
WWLP	Springfield, Mass.	875
WWOR-TV	Worcester, Mass.	875
WWTV	Cadillac, Mich.	875
WXEL	Cleveland, O.	899
WXYZ-TV	Detroit, Mich.	877
XELD-TV	Brownsville, Tex.	916

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4

KNBH-HOLLYWOOD

TV STATIONS IN THE UNITED STATES

☆

ALABAMA

TV HOMES 280,500

POPULATION 3,184,000

STATIONS IN STATE 5

WABT

BIRMINGHAM—1949—ABC-CBS-DuM

Channel: 13...AP:190 Kw.....VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....Protective Life Bldg.
Phone Number.....4-2506
Representative.....CBS Television Spot Sales
President .....Henry P. Johnston
V.P.-Sta. Mgr.....C. P. Persons
Sales Manager.....Charles F. Grisham
Technical Dir.....J. V. Sanderson

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6.....AP: 17 Kw.....VP: 35 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus.-Studio Address.....P. O. 2311
Phone Number.....4-4701
Transmitter Location.....Red Mountain
Air Time.....17 hours daily
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
President.....George S. Storer
Station Manager.....J. Robert Kerns
Program Director.....M. D. Smith, 3rd

WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF..AP: 235 Kw...VP:..316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Representative .....Headley-Reed
President.....William Pape

WKAB-TV

MOBILE—1952—DuM-CBS

Channel: 48 UHF..AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By.....Pursley Bcstg. Service
Aldress.....525 Donald St.
Representative .....Forjoe
General Manager.....Robert H. Moore
Program Director.....H. J. Grant

WCOV-TV

MONTGOMERY—1953—ABS-CBS-NBC-DuM

Channel: 20...AP: 8.9 Kw.....VP:17.9 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Box 1029
Phone Number.....3-2318
Air Time.....8 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership ..... NARTB
President.....O. P. Covington
General Manager.....Hugh Smith
Operations Mgr.....Carl Junker
Commercial Manager.....Morris South
Dir. of News.....Bob Underwood
Publicity Director.....Phil Taylor
Chief Engineer.....W. D. Weatherly

ARIZONA

TV HOMES 108,000

POPULATION 816,000

STATIONS IN STATE 6

KOOL-TV

PHOENIX—1953

Channel: 10...AP: 14.5 Kw.....VP: 29 Kw.
Owned-Oper. By.....Maricopa Bsctrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....8 hours daily
News Service.....UP
Representative ..... Blair
President .....Gene Autry
General Manager.....Charles H. Garland
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

KOY-TV

PHOENIX—1953

Owned-Oper. By.....KOY Bcstg. Co.
Channel: 19....AP:16.7.....VP: 33.5
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....8 hours daily
News Service.....UP
Representative ..... Blair
Membership ..... NARTB
President.....John L. Hogg
General Manager.....Albert D. Johnson
Station Manager .....Richard E. Goebel
Chief Engineer.....Cliff Miller

KPHO-TV

PHOENIX—1949—CBS-DuM-ABC

Channel: 5 VHF..AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....631 N. First Ave.
Phone Number.....ALpine 8-4511
Representative ..... Katz
Station Manager.....Richard B. Rawls
TV Dir.....Payson Hall
Film Director.....Julian M. Kaufman
Commercial Director.....Robert T. Martin
Chief Engineer.....G. L. McClanathan

KOPO-TV

TUCSON—1953—CBS-DuM

Channel: 13....AP: 16.5 Kw.....VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St
Phone Number.....4-0431
Representative ..... Forjoe
General Manager.....E. S. Mittendorf
Program Director.....Bus Williams
Chief Engineer.....Walter J. Stiles

KVOA-TV

TUCSON—1953—ABC-NBC

Channel: 4 VHF...AP: 5.5 Kw....VP: 11 Kw.
Owned-Oper. By.....Arizona Bcstg .Co.
Business Address.....209 West Elm St.
Phone Number.....3-2555
Air Time.....10 hours daily
Representative .....Paul H. Raymer
Pres.-Gen. Mgr.....R. B. Williams
Business Manager.....Harper M. Phillips
Sales Manager.....John C. Underwood
Program Director.....Ben L. Slack, Jr.
Chief Engineer.....Raymond H. Holsclaw
Consulting Engineer.....George C. Davis

KIVA

YUMA—1953

Channel: 11 VHF..AP: 16 Kw...VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
Phone Number.....3-8311
Representative .....Forjoe, Grant
V.P. in Chg.....Park Dunford
General Manager.....Jack Fleet
Sales Manager.....Bill Geddes
Chief Engineer.....R. J. Schofield

ARKANSAS

TV HOMES 102,000

POPULATION 2,000,000

STATIONS IN STATE 3

KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....Box 569
Phone Number.....2-9126
Representative ..... Pearson
General Manager.....Weldon Stamps
Sales Manager.....Roland Hundley
Program Director.....Paschal Porta
Chief Engineer.....Robert W. Platt, Jr.

KRTV

LITTLE ROCK—1953—CBS-DuM-NBC

Channel: 17 UHF...AP: 11 Kw....VP: 21 Kw.
Owned-Oper. By...Little Rock Telecasters Inc.
Business Address.....620 N. Beech St.
Phone Number.....Mohawk 6-9401
Representative ..... Pearson
Pres., Gen. Mgr.....Kenyon Brown
Station Manager.....John H. Fugate
Program Director.....George Hill
Chief Engineer.....Jack Tudor

KATV

PINE BLUFF—1953—CBS-ABC-NBC

Channel: 7 VHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Central South Sales Co.
Business Address.....100 Williams Road
Phone Number.....3880
Representative.....Avery-Knodel Inc.
President.....John T. Griffin
V.P.....James C. Leake
Sec.-Treas.....Bryan Mathes
General Manager.....James P. Walker
Com. Manager.....Bruce B. Compton
Program Manager.....Roy Pickett
Chief Engineer.....Louis Brown

CALIFORNIA

TV HOMES 2,846,500

POPULATION 12,479,000

STATIONS IN STATE 27

KBAK

BAKERSFIELD—1953—DuM

Channel: 29 UHF..AP: 10.5 Kw..VP: 20 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....2013 Chester Ave.
Phone Number.....5-9401
Air Time.....8½ hours daily
News Service.....UP
Representative ..... Forjoe
President.....Sheldon Anderson
Station Manager.....Naum Healy
Commercial Manager.....John Barrett
Production Manager.....Jimmy Morrison
Publicity Director.....Marlin E. Smythe
Consulting Engineer.....Ron Oakley

KERO-TV

BAKERSFIELD—1953—ABC-CBS-NBC

Channel: 10 VHF..AP: 15.2 Kw..VP: 30.4 Kw.
Owned-Oper. By....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number.....4-4548
Air Time.....10 hours daily
News Service.....UP
Representative ..... Avery-Knodel
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Gene DeYoung
Sales Manager.....Edward Urner
Operations Director.....Kenneth Croes
Production Manager.....Kenneth Michaels
Publicity Director.....John Tomerlin
Chief Engineer.....Edwin Andress

KHSL-TV

CHICO—1953—CBS-NBC

Channel: 12 VHF.AP: 6.14 Kw.VP: 12.28 Kw.
Owned-Oper. By.....Box 303
Phone Number.....Fireside 2-5614
Air Time.....7 hours daily
News Service.....UP
Representative.....W. S. Grant
Membersrip ..... NARTB
President.....Mrs. Hugh McClung
Sta. Com. Mgr.....M. F. Woodling
News, Prog. Dir.....Martin Jacobsen
Publicity Dir.....Frank Wood
Chief Engineer.....E. P. Milburn
Consulting Engr.....Kear & Kennedy

KIEM-TV

EUREKA—1953—CBS-NBC-DuM

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....Foot of Bay St.
Phone Number.....Hillside 2-5754
Air Time.....7 hours daily
News Service.....UP
Representative ..... Blair
Membership ..... NARTB
President.....William B. Smullin
Manager.....John G. Bauriedel
Program Director.....Jerry Poulos
Film Manager.....Harriet Nixon
Consulting Engineers.....Lohnes & Culver

KBID-TV

FRESNO—1954

Channel: 53 UHF..AP: 235 Kw...VP:470 Kw.
Owned-Oper. By.....John Poole Bcstg. Co.
Business Address.....1117 N St.
Phone Number.....6-0791
Representative ..... Meeker
President.....John H. Poole
General Manager.....Robret H. Wesson
Program Director.....Hal Davis
Production Manager.....James Lilly
Chief Engineer.....Ralph Smith

KJEO-TV

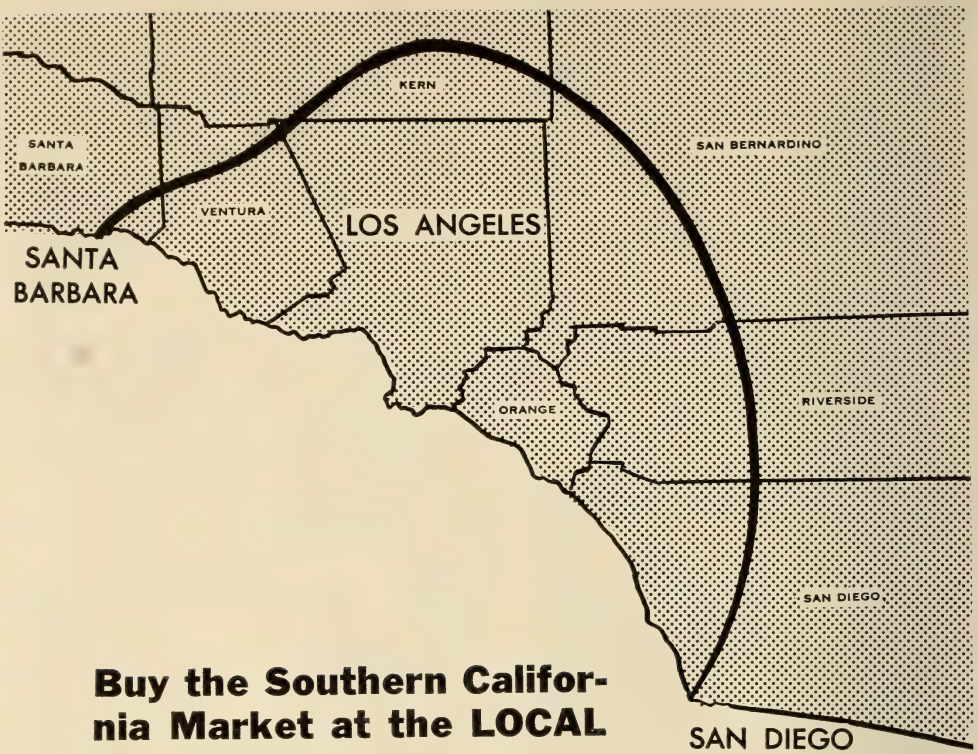
FRESNO—1953—ABC

Channel: 47 UHF..AP: 18.5 Kw...VP: 37 Kw.
Owned-Oper. By.....O'Neill Bcstg. Co.
Business Address.....Box 1708
Phone Number.....7-8405
Air Time.....9 hours daily
News Service.....UP
Representative ..... Branham
Membership ..... NARTB
President.....J. E. O'Neill, Sr.
Vice Pres..... Joe Drilling, Charles Theodore
Program Director, Prod. Mgr.....Jack Shepard
Promotion Director.....Francis Quinn
Publicity Director.....George Engstrom
Film Manager.....Jay Mermoud

KMJ-TV

FRESNO—1953—NBC

Channel: 24 UHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address .....Van Ness & Calaveras Sts.
Representative .....Raymer
President.....Eleanor McClatchy
Station Mgr.....Perry Nelson
Consulting Engineer.....George C. Davis



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KCOP

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LOS ANGELES

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KCOP-TV

HOLLYWOOD—1953

Channel: 13...AP: 15.75 Kw....VP: 31.4 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Air Time.....10 hours daily
News Service.....INS, UP
Representative.....Katz Agency Inc.
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Dave Lundy
Program Director.....Al Flanagan
Promotion Director.....Warren Earl
Film Mgr.....Mattie Tippit
Chief Engineer.....Marvin Wentworth
Consulting Engr...Craven, Lohnes & Jorgensen

KNBH

HOLLYWOOD—1949—NBC

Channel: 4 VHF.AP: 13.32 Kw..VP: 25.25 Kw.
Owned-Oper. By...National Broadcasting Co.
Bus.-Studio Address.....Sunset & Vine St.
Phone Number .....Hollywood 9-6161
Air Time.....15 hours daily
News Service.....AP, INS, UP
Membership .....NARTB
Station Mgr.....Thomas C. McCray
Comm. Mgr.....James Parks
Program Dir.....Harmon Nelson
Dir. of News & Spec. Events.....Roy Neal
Promotion Dir.....J. C. Kenaston
Publicity Director.....Robert Pelgram
Film Director.....George Burke
Chief Engineer.....John B. Knight

(*See Page* 846)

KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF...AP: 12.5 Kw....VP: 25 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HOllywood 9-1212
Air Time.....16 hours daily
Representative.....CBS TV spot Sales
News Service.....AP, UP
Membership .....NARTB
Pres. of CBS-TV, Inc.....J. L. Van Volkenburg
General Mgr.....James T. Aubrey, Jr.
Comm. Mgr.....Edmund C. Bunker
Program Dir.....Don Hine
Prom., Pub. Dir.....Dean D. Linger
Dir. of News & Spec .Events .Frank La Tourette
Chief Engineer.....Lester H. Bowman

KABC-TV

LOS ANGELES—1949—ABC

Channel: 7 VHF.....AP: 59.....VP: 118 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address...Prospect & Taimadge Sts.
Phone Number.....NO 3-3311
Representative ..... Petry
Vice Pres.....Earl J. Hudson
TV Director.....Don B. Tatum
Sta. Manager.....Frank G. King
Com. Manager.....Elton H. Rule
Program Director.....Robert H. Forward
Chief Engineer.....Cameron G. Pierce

KHJ-TV

LOS ANGELES—1948—MBS

Channel: 9....AP: 15.7 Kw.....VP: 30.2 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....Hollywood 2-2133
Transmitter Location.....Mt. Wilson
Air Time.....11¼ hours daily
News Service.....AP, UP
Pres., (Don Lee, Div.).....Willet H. Brown
Film Mgr.....James H. Love
Station Mgr.....John Reynolds
Program Director.....James Higson
Chief Engineer.....Robert Arne

KTLA

LOS ANGELES—1947
PARAMOUNT

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....HOllywood 9-3181
Transmitter Location.....Mt. Wilson
Air Time.....70 hours weekly
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres. Para. T-V Prods.....Paul Raibourn
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Sales Manager.....Robert Mohr
Publicity Director.....Howard Wormser
Production Coordinator.....J. Gordon Wright
News Editor.....Gilbert Martyn
Film Director.....Leland G. Muller
Remote Engr. Op. Spvsr.....John D. Silva
Studio Engr. Op. Spvsr.....Roy White
Trans. Op. Spvsr.....William S. Barnard

(*See Page* 852)

KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF..AP: 16.6 Kw...VP: 30.9 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....Hollywood 2-7111
Air Time.....16 hours daily
News Service .....AP
Representative .....Blair-TV, Inc.
Membership .....NARTB
President .....Norman Chandler
General Manager.....Richard A. Moore
Program Dir.....Robert Breckner
Promotion Dir.....Jack O'Mara
Dir. of News, Spec. Events
and Remotes.....Roy Maypole
Production Mgr.....Val Conte
Publicity Dir.....Reavis Winckler
Film Manager.....Richard Woollen
Chief Engineer.....Edward Benham

THE MOST HONORED TELEVISION STATION IN THE NATION

YOUR BEST SALESMAN IN LOS ANGELES

•

CHANNEL 5

Paramount Television Productions, Inc.

KTLA Offices and Studios

5451 Marathon St., Los Angeles 38 • HOllywood 9-3181

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KMBY-TV

MONTEREY-SALINAS—1949—
CBS-ABC-DuM-NBC

Channel: 8 VHF...AP: 5 Kw....VP: 11.5 Kw.
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....468 Calle Principal
Phone Number.....2-4541
Representative ..... Hollingbery
Manager.....S. M. Aston
Program Director.....Bruce Ariss
Chief Engineer.....George Freeman

KCCC-TV

SACRAMENTO—1953—
CBS-NBC-ABC-DuM

Channel: 40 UHF..AP: 87 Kw...VP: 174 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Phone Number.....GI 3-4843
Air Time.....9 hours daily
News Service.....UP
Representative ..... Weed
President.....Harry W. McCart
Vice President.....Frank Hurd
General Manager.....Ashley L. Robison
Commercial Manager.....John J. Kehoe
Program Director.....Kenneth Michael
Publicity Director.....Clarence P. Talbot

KSBW-TV

SALINAS—1953—
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Phone Number.....2-6422
News Service.....AP
Representative.....Hollingbery Co.
Membership.....NARTB, BAB
President.....John Cohan
Comm. Manager.....W. M. Oates
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

KFMB-TV

SAN DIEGO—1949—ABC-CBS
DUMONT

Channel: 8 VHF...AP: 13.7 Kw....VP: 27 Kw.
Owned-Oper. By
Wrather-Alvarez Broadcasting, Inc.
Business Address.....Fifth & Ash Sts.
Phone Number.....Main 2-2114
Air Time.....17½ hours daily
Representative ..... Petry
News Service.....AP, UP
Membership.....NARTB, BAB
President.....Jack D. Wrather

General Manager.....George Whitney
Gen. Sales Manager.....Robert Hoag
Dir. of News & Spec. Events..Paul W. White
Production Mgr.....Hal Coddon
Prom., Pub. Rel.....William C. Miller
Prog., Film Manager.....Bill Fox
Chief Engineer.....Charles Abel

KFSD-TV

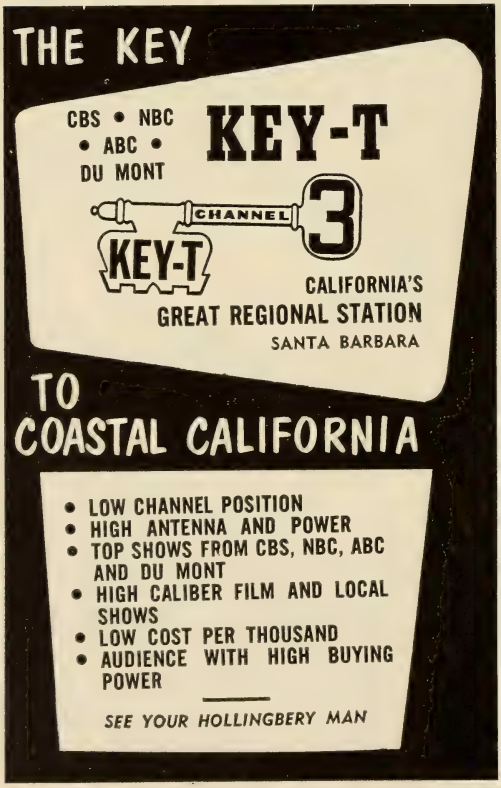
SAN DIEGO—1953—NBC

Channel: 10 VHF..AP: 35.4 Kw...VP: 63 Kw.
Owned-Oper. By.....Airfan Radio Corp.
Business Address.....U. S. Grant Hotel
Phone Number.....Woodcrest 8-7151
Representative ..... Katz
President.....Thomas E. Sharp
Manager.....John Merino
Program Manager.....Jack Tolen
Production Manager.....Charles Baldour
Chief Engineer.....Leroy Bellwood

KBAY-TV

SAN FRANCISCO—1954

Channel: 20 UHF..AP: 9.6 Kw...VP: 17.8 Kw.
Owned-Oper. By.....Lawrence A. Harvey
Business Address.....321 S. Beverly Dr. Beverly Hills
President.....Lawrence A. Harvey
Chief Engineer.....Harold W. Jury



KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF..AP: 12.6Kw...VP: 25.4 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....420 Taylor
Phone Number.....Graystone 4-6565
Air Time.....14 hours daily
Representative ..... Petry
President (ABC).....Robert E. Kintner
General Mgr.....James H. Connolly
Station Mgr.....Vincent Francis
Comm. Mgr.....David Sacks
Promotion Director.....Gordon Grannis
Dir. of News and Spe. Events.. ....Vic Reed
Production Manager.....Bill Hollenbeck
Publicity Director.....Gordon Grannis
Film Manager.....George Green
Chief Engineer..... .....A. E. Evans

KPIX

SAN FRANCISCO—1948—CBS DUMONT

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KPIX, Inc.
Address.....2655 Van Ness Ave.
Phone Number.....PRospect 6-5100
Air Time.....15½ hours daily
News Service.....INS, AP
Representative .....Katz
Membership .....NARTB
President..... .....Wesley I. Dumm
Gen. Mgr.....Philip G. Lasky
Commercial Manager.....Lou Simon
Dir. of Prog., News, Spec. Events;
Film Mgr.....R. W. Wassenberg
Production Manager.....George Mathiesen
Film Director.....William Ray
Dir. of Engineering.....A. E. Towne
Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....901 Mission St.
Phone Number.....GArfield 1-1100
News Service.....AP
Representative.....Free and Peters
Membership .....NARTB
President.....G. T. Cameron
General Manager.....Charles Thieriot
Station Manager.....Harold P. See
Comm. Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Prom. Dir.....R. Irving
Chief Engineer.....L. Berryhill
Consulting Engineer.....Robert Hammett

KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF.AP: 12.97 Kw..VP: 19.8 Kw.
Owned-Oper. By.....The Valley Electric Co.

Business Address.....787 Higuera St.
Phone Number.....San Luis Obispo 1100
Air Time.....7 hours daily
News Service.....AP
Representative.....W. S. Grant Co.
President.....Christina Jacobson
Gen. Sta. Mgr.....Les Hacker
Commercial Mgr.....Jack Wasson
Program Director.....Robert S. Wilton
Chief Engineer.....Edwin W. Franklin

KEY-T

SANTA BARBARA—1953—ABC-CBS-MBS

Channel: 3 VHF..AP:25.1 Kw...VP: 50.1 Kw.
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.
Business Address.....730 Miramonte Drive
Phone Number.....5-8533
Air Time.....12 hours daily
News Service.....UP
Representative ..... Hollingbery
Membership ..... NARTB
President, Gen. Mgr.....Colin M. Selph
Operations Director.....Russell L. Furse
Sales Manager.....R. Hill Carruth
Program Director.....Mary Ann Casey
Promotion Director.....Joe Costantino
Chief Engineer.....Lloyd M. Jones

KTVU

STOCKTON—1953

Channel: 36 UHF..AP: 260 Kw...VP: 525 Kw.
Owned-Oper. By.....San Joaquin Telecasters
Business Address.....2293 East Main
Air Time.....6 hours daily
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Warren Brown, Jr.
General Manager.....Knox La Rue
Operations Manager.....D. M. Greene
Program Director.....Donald Russell
Promotion Director.....Richard Block
Chief Engineer.....C. W. McGee

KCOK-TV

TULARE—1953—DuM

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By.....Sheldon Anderson
Business Address.....1385 East Tulare St.
Phone Number.....TUlare 6-3481
Air Time.....9 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, BAB
President .....Sheldon Anderson
Manager .....Stanley S. Simpson
Program Director.....Bob Merrifield
Publicity Director.....Marcia Drake
Chief Engineer.....Ron Oakley

COLORADO

TV HOMES 199,500

POPULATION 1,558,000

STATIONS IN STATE 8

KKTV

COLORADO SPRINGS—1952—ABC-CBS-DuM

Channel: 11 VHF..AP: 31 Kw. VP: 62 Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....512 South Tejon St.
Representative .....Hollingbery
Pres., Gen. Mgr.....James D. Russell
Sales Manager.....Bob Ellis
Chief Engineer.....Stan Sievers

KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF.AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Phone Number.....MElrose 2-1515
Air Time.....7½ hours daily
News Service.....AP, UP
Representative .....McGillvra
President.....Joseph H. Rohrer
Station Manager.....Paul C. Crozier
Commercial Manager.....Harry W. Hoth
Program Director.....Jean Gitz
Promotion Director.....Patricia Colt
Chief Engineer.....Herbert W. Schubarth

KBTV

DENVER—1953—ABC-CBS

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....Colo. TV Corp.
Address.....1089 Bannock St.
Representative.....Free & Peters
General Manager.....Joseph Herold
Sales Manager.....Jerry Lee
Program Manager.....Sam Worsham
Film Manager.....W. L. Murray
Chief Engineer.....James Butts

KFEL-TV

DENVER—1952—DuM

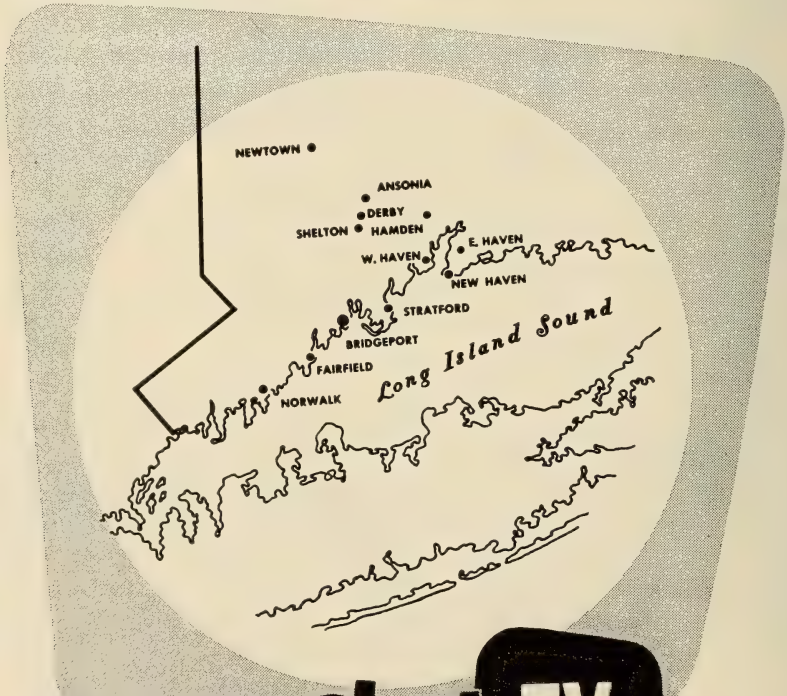
Channel: 2 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.
Representative .....Blair-TV
Pres., General Manager.....Gene O'Fallon
Sales Manager.....Bill Conklin
Consulting Engineer.....Comm. Radio Equip.

WICC TV

THE STATION THAT BLANKETS THE RICHEST BUYING AREA IN THE UNITED STATES!*

If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use. Check WICC-TV's Coverage Map shown here. See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative, Consult your Standard Rate & Data or contact WICC-TV direct.

* Based on a study by Sales Management Magazine



WICC TV

CHANNEL 43

AM 600

KLZ-TV

DENVER—1953—CBS

Channel: 7 VHF....AP: 6 Kw.....VP: 10 Kw.
Ownde-Oper. By.....Alladin Radio & TV Inc.
Business Address.....131 Speer Blvd.
Phone Number.....Main 4271
Air Time.....12 hours daily
News Service.....AP, INS, UP
Representative ..... Katz
Membership.....NARTB, BAB
Pres., Gen. Mgr.....Hugh B. Terry
Commercial Manager.....Jack Tipton
Program Director.....Clayton Brace
Dir. of News.....Sheldon Peterson
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins

KOA-TV

DENVER—1953—NBC

Channel: 4 VHF...AP: 15 Kw....VP: 25 Kw.
Owned-Oper. By.....KOA, Inc.
Busniess Address.....1625 California
Phone Number.....Main 6211
Representative ..... Petry
Exec. V.P., Gen. Mgr.....Don Searle
Program Manager.....Jud Woods
Com. Manager.....Hank Henry
Promotion Manager.....Dick Harris
Film Director.....Harlan Mendenhall
Chief Engineer.....Bob Owen

KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF..AP: 10.6 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Star Bcstg. Co.
Business Address.....211 W. 5th St.
Phone Number.....8522
News Service.....UP
Representative ..... Avery-Knodel
Membership ..... NARTB
President.....Douglas D. Kahle
Commercial Mgr.....Robert L. Clinton
Program Director.....Larry Go don
Promotion Director.....Tim O'Connell
Production Manager.....Bob Wilver
Chief Engineer.....Dale Redlingshafer

KDZA-TV

PUEBLO—1953

Channel: 3 VHF..AP: 16.7 Kw...VP: 8.3 Kw.
Owned-Oper. By.....Pueblo Radio Co. Inc.
Business Address.....3011 Elizabeth
Phone Number.....1255
Air Time.....4 hours daily
Representative ..... McGillvra
Membership.....NARTB, BAB
President.....Dee B. Crouch
Commercial Mgr.....Bill Beck
Program Director.....Mary Smith
Dir. of News.....Paul Hindes
Prod., Film Mgr.....Bob Culver
Chief Engineer.....William Willig

CONNECTICUT

TV HOMES 485,000

POPULATION 2,097,000

STATIONS IN STATE 4

WICC-TV

BRIDGEPORT—1953—ABC

Channel: 43 UHF..AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By.....Southern Conn. & Long Island Bcstg. Co.
Business Address.....Box 9140
Air Time.....9 hours daily
News Service.....AP
Representative .....Adam Young
Membership ..... BAB
Pres., Gen. Mgr.....Philip Merryman
Prog. Mgr., Dir. TV Oper.....Wallie Dunlap
Comm. Mgr.....Manning Slater
Pub. Dir.....Joan Fisher
Dir. of News & Spec. Events.....Bill Whalen
Film Ed.....Irving Magilnick

WKNB-TV

NEW BRITAIN—1952
CBS Primary

Channel: 30 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....213 Main St
Phone Number.....Baldwin 3-3603
Air Time.....9 hours daily
Representative .....Bolling
President .....Julian Gross
Station Mgr.....Peter B. Kenney
Commercial Mgr.....David Scott
Publicity Dir.....Dean Batford
Film Manager.....Elliott Weisman
Chief Engineer.....John Shipley
Consulting Engineer.....George C. Davis

WNHC-TV

NEW HAVEN—1953—CBS, NBC-DuM-ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Elm City Bcstg. Co.
Business Address.....1110 Chapel St.
Phone Number.....SPruce 7-3611
Air Time.....17 hours daily
News Service.....AP, INS
Representative ..... Katz
Membership ..... NARTB
President.....Patrick J. Goode
Gen. Mgr.-Sec.-Treas.....Aldo DeDominicis
Exec. V.P.....Edward D. Taddei

Station Manager.....Edward C. Obrist
Commercial Mgr.....J. Vincent Callanan
Program Director.....James W. Evans

WATR-TV

WATERBURY—1953—ABC-DuM

Channel: 53....AP: 12.5 Kw.....VP: 24.5 Kw.
Owned-Oper. By.....WATR, Inc.
Business Address.....440 Meadow St.
Phone Number.....5-1121
Air Time.....13 hours daily
News Service.....UP
Representative.....Rambeau, Bannan
Membership ..... NARTB
President.....Harold Thomas
Gen., Sta. Mgr.....Samuel Elman
Prog., Prod. Mgr.....Edmund Waller
Promotion Dirf.....Wally King
Dir. of News.....Phil Corvo
Film Manager.....Astrid Curtis
Chief Engineer.....Russel Jensen

DELAWARE

TV HOMES 76,000

POPULATION 324,000

STATIONS IN STATE 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 1.25 Kw...VP:2.5 Kw.
Owned-Oper. By.....WDEL, Inc.
Business-Studio Address.....10th & King Sts.
Phone Number.....6-2567
Representative .....Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Barton K. Feroe
National Sales Manager.....J. Robert Gulick
Chief Engr.....J. E. Mathiol

DIST. OF COLUMBIA

TV HOMES 201,500

POPULATION 834,000

STATIONS IN STATE 4

WMAL-TV

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF...AP: 12 Kw....VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....12 hours daily
Newspaper Affiliation.....The Evening Star
Membership .....NARTB
News Service .....AP
President .....S. H. Kauffmann
V.P. & Gen. Mgr.....K. H. Berkeley
Director of Sales.....Neal J. Edwards
Dir. of News & Spec. Events..Richard Rendell
Production Mgr.....David Davis
Chief Engineer.....Frank Harvey

WNBW

WASHINGTON—1947—NBC

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address.Wardman Park Hotel
Phone Number.....AD 4-5400
Air Time.....115¾ Hours Weekly
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership.....NARTB, BAB
V.P., General Manager.....Carleton D. Smith
Dir. of Sales.....Joseph Goodfellow
Commercial Manager.....Charles de Lozier
Program Director.....Ralph Burgin
Press, Ad., Prom. Spvsr.....Robert Adams
Dir. News & Spe. Events.....Cassius Keller
Film Dir.....George Dorsey
Chief Engineer.....John G. Rogers

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 VHF..AP: 14.4 Kw...VP: 27.3 Kw.
Owned-Oper. By.....WTOP, Inc.
Business Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....18 hours daily
Newspaper Affiliation.....Washington Post
News Service.....AP, INS, UP
Membership .....NARTB
Pres., Gen. Mgr.....John Hayes
V.P., Comm. Mgr.....George Hartford
V.P., Prog. Dir.....Lloyd Dennis
Dir. of News & Spec. Events....William Wood
Production Mgr.....H. Thomas Tousig
Pub. & Prom. Director.....Cody Pfanstiehl
Film Director.....H. Thomas Tousig
V.P., Chief Eng.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF..AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By..Allen B. DuMont Labs., Inc.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 3-5300
Air Time.....14½ hours daily
News Service .....UP

Representative .....Blair-TV
Membership .....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Leslie G. Arries, Jr.
Comm. Mgr.....Neal J. Edwards
Dir. of Spec. Events.....Weston J. Harris
Prom., Pub. Dir.....George Flax
Program Director.....Roger Coelos
Film Director.....Vincent DeMaria
Chief Engineer.....Malcolm M. Burleson

FLORIDA

TV HOMES 397,500

POPULATION 3,192,000

STATIONS IN STATE 11

WFTL-TV

FT. LAUDERDALE—1953—ABC-NBC

Channel: 23 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Tri-County Bcstg. Co.
Business Address.....229 S. E. First Avenue
Phone Number.....3-6531
Air Time.....8 hours daily
News Servcie.....AP
Representative ..... Weed
Membership ..... NARTB
President.....J. W. Dickey
Gen., Sta. Mgr.....Noran E. Kersta
Program Director.....John J. Crosby
Dir. of News.....Robert LeFevre
Publicitf Director.....John E. Broderick
Chief Engineer.....Richard Northey

WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF..AP: 215 Kw...VP: 430 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address...5500 Hallandale Beach Blvd.
Phone Number.....6650
Air Time.....14 hours daily
News Service.....UP
Representative.....O. L. Taylor
Membership ..... NARTB
President.....Mortimer W. Loewi
General Manager.....Robert W. Standart
Operations Manager.....J. R. Troxel
Commercial Manager.....Wallace E. Stone
Asst. Prog. Dir.....Jean Sceurman
Chief Engineer.....William M. Latham

WINK-TV

FORT MEYERS—1954—ABC

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....Fort Meyers Bcstg. Co.
Business Address.....54 Palm Beach Blvd.
Phone Number.....4-1341
Representative ..... Weed
Gen., Com. Mgr.....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine
Chief Engineer.....James E. Lacy

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF..AP: 138 Kw...VP: 276 Kw.
Owned-Oper. By.....Jacksonville Journal Co.
Business Address.....4038 Phillips Hwy.
Phone Number.....98-9898
News Service.....UP
Representative ..... Perry
Membership ..... NARTB
President.....John H. Perry, Jr.
Gen., Sta. Mgr.....T. S. Gilchrist, Jr.
Commercial Mgr.....W. Bill Fraker
Program Director.....C. Speed Veal
Promotion Director.....Martha Thomas
Chief Engineer.....Beecher Hayford

WMBR-TV

JACKSONVILLE—1949 ABC-CBS-NBC-DuM

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Phone Number 9-4475
News Service .....UP
Representative .....Avery-Knodel
President.....Philip L. Graham
Vive Pres.....John S. Hays
Station Manager.....Glenn Marshall, Jr.
Comm. Mgr.....Charles Stone
Program Dir.....Harry Kalkines
Dir. of News & Spec. Events.....Bill Grove
Chief Engineer.....Ernest Vondermark

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF.. AP: 89 Kw...VP: 100 Kw.
Owned-Oper. By.....Southern Radio & TV Equipment Co.
Adderss.....316 N. Miami Ave.
Phone Number.....Miami 2-6262
Air Time.....17½ hours daily
News Service .....UP
Representative.....Free & Peters
President.....Mitchell Wolfson
Vice-Pres., Gen. Mgr.....Lee Ruwitch
Vice-Pres., Operations Mgr.....John A. Shay
Program Director.....Lee Waller
Pub. & Prom. Director.....Burt Toppan
Production Mgr.....Ashe Dawes
Sales Mgr.....Stan Gordoni
Dir. of News & Special Events...Ralph Renick
Chief Engineer.....Earl W. Lewis

WJDM

PANAMA CITY—1953—ABC-NBC

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.

Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Phone Number.....ADams 4-2251
Representative ..... Hollingbery
General Manager..... Mel Wheeler
Station Manager.....George C. Blackwell
Program Director.....Jerry Williams
Chief Engineer.....Jim Smith

WEAR-TV

PENSACOLA—1953—ABC

Channel: 3.....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Box 1188
Phone Number 8-4449
Representative .....Hollingbery
General Manager.....Mel Wheeler
Commercial Manager.....Tom Bloski
Program Director.....Jerry Williams

WPFA-TV

PENSACOLA—1953—CBS-DuM

Channel: 15 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By.....WPFA-TV, Inc.
Business Address....North "O" & Loletta Sts.
Phone Number.....3-1141
News Service.....AP
Representative.....Adam Young
Membership ..... NARTB
President.....Charles W. LaMar, Jr.
V.P. & Gen. Mgr.....F. E. Busby
Prog. Prom. Dir.....Howard Gordon
Dir. of News.....Max L. Anderson
Publicity Director.....Elizabeth D. Hayter
Film Manager.....M. C. Saviak
Cheif Engineer.....N. V. Pieler

WSUN-TV

ST. PETERSBURG—1953—ABC-CBS-NBC-DuM

Channel: 38 UHF.AP:11.02 Kw..VP: 20.42 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Box 240
Phone Number.....5-4121
Representative ..... Weed
Manager.....George D. Robinson
Commercial Mgr.....Vera New
Program Director....Charles W. Vaughan, Jr.
Film Editor.....Monte Gurwit
News Dir.....Tom Eynon
Chief Engineer.....Louis J. Link

WIRK-TV

WEST PALM BEACH—1953—ABC

Channel: 21 UHF..AP: 10 Kw...VP: 18.6 Kw.
Owned-Oper. By.....WIRK-TV, Inc.
Business Address.....Box 2148
Phone Number.....3-6836
Representative ..... Weed
Pres., Gen. Mgr.....Joseph S. Field, Jr.
Manager Oper.....Arthur L. Gray
Chief Engineer.....William P. Heitzman

GEORGIA

TV HOMES 392,500

POPULATION 3,890,000

STATIONS IN STATE 10

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Bus.-Studio Address.1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....14 hours daily
News Service .....AP
Representative .....Katz
President.....George B. Storer
Managing Dir.....Glenn C. Jackson
Commercial Manager.....John W. Collins, Jr.
Program Dir.....Don Naylor
News Director.....Dale Clark
Promotion Mgr.....Charles E. Trainor
Chief Engineer.....Hugo Bondy

WLW-A

ATLANTA—1951—ABC-DuM

Channel: 11 VHF.AP: 12.5 Kw..VP: 23.8 Kw.
Owned-Oper. By Crosley Bcstg. of Atlanta Inc.
Business Address....1611 West Peachtree St.
Phone Number.....CYpress 6676
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Crosley National Sales
President.....W. P. Robinson
Program Director.....John Sever
Prom., Pub. Dir.....W. B. Colvin
Dir. of News.....Bob Hendrickson
Film Manager.....George Brimer
Chief Engineer.....Harvey J. Aderhold

WSB-TV

ATLANTA—1948—NBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw
Owned-Oper. By....The Atlanta Newspapers
Address.....1601 Peachtree
Phone Number.....Atwood 3827

Air Time.....17 hours daily
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service .....AP
Representative .....Petry
Membership .....NARTB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Station Manager.....Marcus Bartlett
Promotion Director.....Walter Paschall
Dir. of News & Spec. Events.....Don Elliott
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty

WJBF-TV

AUGUSTA—1953—NBC-ABC-DuM

Channel: 6....AP: 11.9 Kw.....VP: 23.8 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address.....Box 129
Phone Number.....7-7787
Representative ..... Hollingbery
V.P.-Gen. Mgr.....J. H.Manning
V.P.-Sales Mgr.....Donald M. Kelly, Jr.
Program Director.....Thomas J. Hennessy
Chief Engineer.....John Jopling

WDAK-TV

COLUMBUS—1953—ABC-CBS-NBC-DuM

Channel: 28 UHF..AP: 10 Kw...VP: 16.8 Kw.
Owned-Oper. By.....Television Columbus
Business Address.....1st Avenue
Phone Number.....2-8829
Air Time.....6 hours daily
News Service.....AP
Representative.....Headley Reed
Membership ..... NARTB
President.....Allen Woodall
Gen. Mgr.....E. F. MacLeod
Operations Dir.....Jack Rathbun
Commercial Mgr.....Ed Hennessy
Promotion Dir.....John Hugenberg
Dir. of News.....Bill Henry
Production Mgr.....George Land
Chief Engineer.....Reeve Owen

WRBL-TV

COLUMBUS—1953—CBS

Channel: 14 VHF.AP: 14.7 Kw..VP: 27.4 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th St.
Phone Number.....2-0601
Air Time.....9 hours daily
News Service.....UP
Representative ..... Hollingbery
Membership.....NARTB, BAB
Pres., Gen. Mgr.....J. W. Woodruff, Jr.
Operations Dir.....George A. Gingell
Com. Mgr.....B. Ed. Johnson
Program Dir.....Ridley Bell
Publicity Dir.....George Jenkins
Consulting Engr.....George C. Davis

WMAZ-TV

MACON—1953—CBS-DuM

Channel: 13 VHF..AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.
Business Address....Bankers Insurance Bldg.
Phone Number.....2-7373
Air Time.....12 hours daily
News Service.....UP
Representative ..... Katz
President.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Station Manager.....Herman Hatton
Promotion Dir.....Ed Pendleton
Dir. of News.....Ben Chatfield
Production Mgr.....Norman Gray
Publicity Dir.....Nelle Smith

WNEX-TV

MACON—1953—NBC

Channel: 47 UHF..AP: 9 Kw...VP: 16.8 Kw.
Owned-Oper. By.....Macon Television Co.
Business Address.....Box 664
Phone Number.....3-9355
Air Time.....14 hours daily
News Service.....AP
Representative .....Headley-Reed
President.....William A. Fickling
Exec. Vice-Pres.....Alfred Lowe
Comm. Manager.....Carl Williams
Asst. Mgr.....John A. Hicks
Promotion Dir.....Dan Young
Dir. of News.....Bob Sagasse
Publicity Dir.....David Reeves
Chief Engineer.....Charlie Walker

WROM-TV

ROME—1953

Channel: 9 VHF..AP: 15.5 Kw...VP: 30.9 Kw.
Owned-Oper. By.....WROM-TV, Inc.
Business Address.....121 Broad St.
Phone Number.....2-0833
Representative ..... Weed
President.....Dean Covington
General Manager.....Ed McKay
Commercial Manager.....Charles Doss
Chief Engineer.....T. H. Robertson

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM

Channel: 11 VHF...AP: 30 Kw....VP: 60 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Phone Number.....2-0127
News Service.....UP
Station Representative.....Katz
Membership ..... NARTB
President.....William T. Knight, Jr.
General Manager.....F. Schley Knight
Commercial Mgr.....Ben B. Williams
Program Director.....Dwight J. Bruce
Promotion Dir.....Courtenay Knight
Chief Engineer.....Kyle Goodman

Results That Count...

A LOCAL AGENCY told WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A NATIONAL ADVERTISER said:

"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."

•

Whether you're large or small

...if you want RESULTS in Chicago

...make WGN-TV your Best Buy

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

IDAHO

TV HOMES 27,500

POPULATION 600,000

STATIONS IN STATE 3

KBOI

BOISE—1953—CBS

Channel: 2 VHF....AP: 7 Kw.....VP: 14 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address.....311 North 10th
Phone Number.....2-2222
Air Time.....7½ hours daily
News Service.....UP
Representative.....Free & Peters
Membership ..... BAB
Gen. Mgr.....Westerman Whillock
Com. Mgr.....Earl Glade, Jr.
Station Mgr.....James A. Johntz, Jr.
Dir of News.....Dave Johnson
Film Manager.....Robert Howell

KIDO-TV

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF..AP: 26.5 Kw...VP: 53 Kw.
Owned-Oper. By.....KIDO, Inc.
Business Address Chamber of Commerce Bldg.
Phone Number.....2-4611
Air Time.....8½ hours daily
News Service.....UP
Representative ..... Blair
Membership.....NARTB, BAB
President.....George M. Davidson
General Manager.....Walter E. Wagstaff
Commercial Mgr.....Barry Tucker
Prog. Prom. Dir.....Jack Link
Dir. of News.....Vern Moore
Chief Engineer.....Harold Toedtemeier

KID-TV

IDAHO FALLS—1953—CBS-NBC DuM

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 701
Phone Number.....4
Air Time.....5 hours daily
Representative ..... Gill-Perna
Membership ..... NARTB
President.....A. W. Schweider
Gen. Mgr.....C. N. Layne
Commercial Mgr.....Claude Cain
Prog. Prod. Mgr.....Roy Southwick
Chief Engineer.....Carroll Secrist

ILLINOIS

TV HOMES 1,962,000

POPULATION 9,273,000

STATIONS IN STATE 16

WBLN

BLOOMINGTON—1953

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....Cecil W. Roberts
Business Address.....Box 646
Phone Number 4331
Representative .....McGillvra
President.....Cecil W. Roberts
General Manager.....Jerrell Henry
Commercial Mgr.....William T. Whitlock
Program Manager.....Fred Osborne
Chief Engineer.....Bob Coddington

WCIA

CHAMPAIGN—1953—CBS-NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Phone Number 6-8333
Representative .....Hollingbery
President.....August C. Meyer
Gen., Sta. Mgr.....Harry Y. Maynard
Commercial Mgr.....Guy Main
Promotion Director.....Leonard N. Davis
Director of News.....Fred Sorenson
Chief Engineer.....M. D. Hunnicutt, Jr.

WBBM-TV

CHICAGO—1953—CBS

Channel: 2 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Adddress....410 N. Michigan Ave.
Phone Number .....WHitehall 4-6000
News Service.....UP, INS, AP
President J. L. Van Volkenburg
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Commercial Mgr.....George Arkedis
Program Director.....Al Bland
Production Director.....William Ryan
Publicity Director.....Charley Wiley
Film Manager.....Vann Cominos
Chief Engineer.....Joseph Novy

WGN-TV

CHICAGO—1948—DuM

Channel: 9 VHF...AP: 60 Kw....VP: 120 Kw.
Air Time.....100-110 hours weekly

Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number .....SUperior 7-0100
Air Time.....95-100 hours weekly
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Asst. Manager.....Robert Hibbard
Program Director.....J. E. Faraghan
Sales Manager.....Ted Weber
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers

WBKB

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 57 Kw...VP: 114 Kw.
Owned-Operated By.....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....17 hours daily
News Service.....AP, INS
Representative .....Blair-TV
Membership .....NARTB, BAB
General Manager.....S. C. Quinlan
Sales Manager.....J. Beach
Promotion Dir.....W. Smutzer
Dir. of News & Spec. Events .Cornelius O'Dea
Publicity Director.....Elliott Henry
Film Director.....G. Rice
Chief Engineer.....W. Kusack

WNBQ

CHICAGO—1949—NBC

Channel: 5 VHF..AP: 37.5 Kw...VP: 75 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....Merchandise Mart
Phone Number.....SUperior 7.8300
Air Time.....17:45 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB
V.P. & Gen. Mgr.....Harry Kopf
Commercial Manager.....John J. McPartlin
Program Director.....George Heinemann
Promotion Director..... John Keys
Dir. of News & Spec. Events...William B. Ray
Publicity Director.....Chet Campbell
Film Procurement.....Isabel Cooney
Chief Engineer.....Howard C. Luttgens

WDAN-TV

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw...VP: 9.5 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Phone Number 1700
Air Time.....5 hours daily
Newspaper Affiliation..The Commercial News
News Service .....AP
Representative.....Everett-McKinney, Inc.
Membership .....NARTB, BAB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Director of News.....Max Shaffer

WTVP

DECATUR—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 9.3 Kw...VP: 17.1 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Phone Number 8-4304
Air Time.....9 hours daily
News Service .....UP
Representative .....Clark
President.....W. L. Shellabarger
General Manager.....Harold G. Cowgill
Commercial Manager.....Downey Hewey
Program Director.....Paul K. Taff
Director of News.....James Crowell
Chief Engineer.....James C. Wulliman

WSIL-TV

HARRISBURG—1953

Channel: 22 UHF..AP: 3.72 Kw...VP: 7.41 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21 W. Poplar St.
Phone Number 373
Representative .....Walker
President.....Oscar L. Turner
Program Director..... Jim Bolen
Chief Engineer.....Charles Gilliam

WEEK-TV

PEORIA—1953—NBC

Channel: 43 UHF..AP: 88 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....1000 Comm. Nat'l Bank Bldg.
Representative .....Headley-Reed
President.....Robert S. Kerr
General Manager.....Fred C. Mueller
Sales Manager.....William J. Flynn
Film Director.....Robert Kroepel
Chief Engineer.....Wayne Lovely

WTVH-TV

PEORIA—1953—ABC

Channel: 19 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Hilltop Bcstg. Co.
Business Address.....410 Fayette Bldg.
Phone Number 6-8771
Representative .....Petry
General Manager.....Hugh R. Norman
Production Mgr.....Don Roper
Commercial Mgr. .....George Norman
News Dir.....Jerry Dunphy
Sports Director.....Morton Cantor
Chief Eng.....W. Wurz

WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF..AP: 25 Kw...VP: 50.2 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Phone Number.....6840
Air Time.....7½ hours daily
Newspaper Affiliation....Quincy Herald Whig
Representative.....Walker
Membership .....NARTB
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr.....James E. Muse
Program Director.....Paul J. McClelland
Promotion Director.....William C. Herbert
Chief Engineer.....Frank E. Laughlin

WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13....AP: 22.9 Kw.....VP: 45.7 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Phone Number 8-1813
News Service .....UP
Representative .....H-R Representatives
Membership .....NARTB
President.....L. E. Caster
Gen., St. Mgr.....Soren Munkhof
Program Director.....Elden Anspach
Promotion Director.....Charles Olson
Director of News.....Robert Clyde
Chief Engineer.....Howard Elliott

WTVO

ROCKFORD—1953—DuM-NBC

Channel: 39 UHF..AP: 9.8 Kw...VP: 19.6 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Phone Number 3-5413
Representative .....Weed
Manager .....Harold Froelich
Production Mgr.....John W. Kelin
Chief Engineer.....Herbert Eckstein
Film Director.....Carl P. Stemler

WHBF-TV

ROCK ISLAND—1950—ABC-CBS DuM

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address...Telco Bldg., 231 18th St.
Phone Number.....R. I. 6-5441
Air Time.....14 Hours daily
Newspaper Affil.....“The Argus”
News Service .....INS
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....Ben H. Potter
Gen., Sta. Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.. .....Forest W. Cooke
Prom., Publ. Director.....(Miss) Fern Hawks
Prod., News, Spe. Ev. Dir.....William Ellison
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

WICS

SPRINGFIELD—1953—ABC-NBC DuM

Channel: 20 UHF...AP: 10 Kw....VP: 18 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
Phone Number 8-0465
Air Time.....4½ hours daily
News Service .....AP
Representative .....Adam Young
President.....L. G. Pefferle
Sta., Com. Mgr.....Milton D. Friedland
Program Director.....James Harelson
Promotion Director.....John Begue
Director of News.....Malden Jones
Production Manager.....Robert Steffan
Chief Engineer.....Bazil O'Hagan

INDIANA

TV HOMES 830,000

POPULATION 4,252,000

STATIONS IN STATE 9

WTTV

BLOOMINGTON—1949 ABC-CBS-NBC-DuM

Channel: 10 VHF.AP: 13.45 Kw..VP: 26.9 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....535 S. Walnut St.
Phone Number 2-1407
Air Time.....12½ hours daily
Representative.....Robert Meeker Assoc.
President .....Sarkes Tarzian
Gen., Sta. Mgr.....Robert Lemon
Sales Manager.....Norman Cissno
Program Manager.....Robert Petranof
Traffic Director.....Susan Bartlett
Dir. of News & Spec. Events....Edward Keath
Production Mgr.....Steve Briggs
Film Manager.....Warren Perney
Chief Engineer.....Morton L. Weiger

WSJV

ELKHART—1954—ABC

Channel: 52 UHF..AP: 105 Kw...VP: 195 Kw.
Owned-Oper. By....Truth Publishing Co., Inc.
Business Address.....416 S. 2nd St.
Phone Number 3-1960
Pres., Gen. Mgr.....John F. Dille, Jr.

WFIE

EVANSVILLE—1953—NBC-ABC DuM

Channel: 62 UHF...AP: 11.75 Kw....VP: 23.5
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
Phone Number 5-6201
Air Time.....12 hours daily
News Service .....UP
Membership .....NARTB, BAB
President.....Jesse D. Fine
Gen., Sta. Mgr.....Ted M. Nelson
Commercial Mgr.....Jack D. Walker
Program Director.....Frederick W. Smith
Promotion Director.....Bud Johnson
Director of News.....Fred Rollison
Chief Engineer.....Harvey Shellito

WKJG-TV

FORT WAYNE—1953—ABC-CBS NBC-DuM

Channel: 33 UHF..AP: 145 Kw...VP: 277 Kw.
Owned-Oper. By..Northeastern Indiana Bcstg. Co.
Business Address.....220 E. Jefferson St.
Phone Number.....Anthony 2295
News Service.....AP, UP
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Clarence L. Schust
General Manager.....Edward G. Thoms
Commercial Mgr.....Carleton B. Evans
Program Director.....Calo Mahlock
Chief Engineer.....Eugene A. Chase
Asst. Manager.....Hilliard Gates
Consulting Engineer.....George Gautney

WFBM-TV

INDIANAPOLIS—1949 ABC-CBS-NBC-DuM

Channel: 6.....AP: 18.1 Kw.....VP: 30.8 Kw.
Owned-Operated By.....WFBM, Inc.
Bus.-Studio Address.....1330 N. Meridian St.
Phone Number .....Lincoln 8521
Air Time.....19 hours daily
News Service .....AP, INS
Representative .....Katz
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr.....Harry M. Bitner, Jr.
Comm. Manager.....William F. Kiley
Film Director.....Hugh Kibbey
Promotion Director.....Bernard Carney
Dir. of News.....Gilbert Forbes
Production Mgr.....Carl Belles
Chief Engineer.....Harold S. Holland

WFAM-TV

LAFAYETTE—1953—DuM

Channel: 59 UHF..AP: 10.5 Kw...VP: 20 Kw.
Owned-Oper. By.....WFAM, Inc.
Business Address.....McCarty Lane
Phone Number 2-4300
Air Time.....5½ hours daily
News Service .....UP
Representative .....Rambeau
Membership .....BAB
President.....O. E. Richardson
Gen., Sta. Mgr.....David F. Milligan
Program Director.....Richard Long
Promotion Director.....Pat Roberts
Chief Engineer.....Richard Cochran

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC DuM

Channel: 49 UHF..AP: 8.7 Kw...VP: 17.4 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
Phone Number 4403
Air Time.....15 hours daily
News Service.....AP, UP
Representative .....Holman, Walker
President .....Don Burton
Com., Prom. Dir.....Bill Craig
Program Director.....Lee Allerton
Director of News.....Fred Hinshaw
Production Mgr.....George Marks
Chief Engineer.....Maury Crain

WRAY-TV

PRINCETON—1953

Channel: 52 UHF..AP: 250 Kw...VP: 500 Kw.
Owned-Oper. By.....Southern Indiana Tele-Casting, Inc.
Business Address.....Outer West Broadway
Phone Number 52
Air Time.....8 hours daily
News Service .....INS
Representative .....Walker
Membership .....BAB
President.....M. R. Lankford
Gen., Sta. Mgr.....Robert L. Epstein
Prog., Prom. Dir.....Warren O. Wittekind
Director of News.....Gene C. Peterson
Publicity Director.....Ray J. Lankford
Film Manager.....Harold S. Bass
Chief Engineer.....Ray Shigley
Consulting Engineer.....Everett Dillard

WSBT-TV

SOUTH BEND—1952—ABC-CBS NBC-DuM

Channel: 34 UHF..AP: 88 Kw...VP: 170 Kw.
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.
Representative .....Raymer
President.....F. A. Miller
General Manager.....Neal B. Welch
Program Director.....R. J. Drain
Prom., Pub. Dir.....R. H. Swintz
Consulting Engineer.....Millard M. Garrison

IOWA

TV HOMES 422,000

POPULATION 2,647,000

STATIONS IN STATE 8

WOI-TV

AMES—1950—ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Operated By.....Iowa State A & M
Address....Service Bldg., Iowa State College
Phone Number.....2500 Extension 570
Air Time.....15 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....Dr. James Hilton
General Manager.....Richard B. Hull
Oper. Manager.....Robert Mulhall
Program Director.....Chris Donaldson
Prog. Devel. Supervisor....Edward Wegener
Prom., Pub. Dir.....Marguerite Theobald
Dir. of News & Spec. Events....George Halsey
Film Manager.....Donna DeCamp
Chief Engineer.....Keith Ketcham

KCRI-TV

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By..Cedar Rapids Television Co.
Business Address.....Miller Bldg.
Phone Number 4-4194
Air Time.....7½ hours daily
Representative .....H-R
Membership .....NARTB
President.....Southerland Dows
General Manager.....Wade S. Patterson
Sales Director.....Robert Z. Morrison, Jr.
Program Director.....Ralph D. Willey
Promotion Director.....Beth Rochefort
Chief Engineer.....Carl Rollert
Consulting Engineers.....Kear & Kennedy

WMT-TV

CEDAR RAPIDS—1953—CBS-DuM

Channel: 2 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....American Bcstg. Stations
Business Address.....807 Barr Building
Phone Number.....Cedar Rapids 6127
Air Time.....7½ hours daily
News Service.....AP. INS, UP
Representative .....Katz
Membership .....NARTB, BAB
President.....Wm. B. Dolph
Vice-Pres., Gen. Mgr..Wm. B. Quarton
Program Director.....Douglas B. Grant
Sales Manager.Lew Van Nostrand
Promotion Director.....Leo Cole
News Director.....Dick Cheverton
Production Mgr.....Mark Barker
Chief Engineer.....George P. Hixenbaugh

WOC-TV

DAVENPORT—1949—NBC

Channel: 6....AP: 60.3 Kw.....VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number 3-3661
Air Time.....15 h s. daily
News Service .....UP
Representative.....Free & Peters, Inc.
Membership .....NARTB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres..... Ralph Evans
Secretary.....William D. Wagner
Vice-President .....Paul Loyet
Resident Manager.....Ernest Sanders
Resident Sales Mgr.....Mark Wodlinger
Program Director.....Raymond Guth
Sales Prom. Mgr.....Fred Reed
Chief Engineer..... ..Paul Arvidson

KGTV

DES MOINES—1953—ABC-CBS-NBC DuM

Channel: 17 UHF..AP: 10 Kw...VP: 18.5 Kw.
Owned-Oper. By.....Rib Mt. Radio Inc.
Business Address.....2d Ave. & Hobson Dr.
Phone Number 8-6751
Air Time.....6 hours daily
News Service .....INS
Representative .....Hollingbery
Membership .....NARTB
President.....W. C. Bridges
General Manager.....S. H. McGovern
Asst. Gen. Mgr.....J. W. Bartikoski
Commercial Mgr.....J. C. Cosgrove
Program Director.....T. J. Kelly
News Director.....Jim McGovern
Production Mgr.....V. Fletcher
Film Manager.....Jim Moon
Chief Engineer.....W. M. Greely

KQTV

FORT DODGE—1953

Channel: 21 UHF..AP: 11 Kw...VP: 18 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Phone Number.....WAlnut 3761
News Service .....INS
Representative .....Pearson
Membership .....BAB
President .....Edward Breen
Pgm., News Dir.....Drexel Peterson
Production Mgr.....James Spear
Film Manager.....Leonard Greene
Chief Engineer.....David Sinclair

KVTV

SIOUX CITY—1953—CBS-NBC-DuM

Channel: 9 VHF..AP: 15.6 Kw...VP: 28.95 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....614 Pierce Street
Phone Number 2-2711
Air Time.....13 hours daily
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative .....Katz
Membership .....NARTB, BAB
President.....Gardner Cowles, Jr.
General Manager.....Robert R. Tincher
Station Manager.....Arthur J. Smith
Commercial Mgr.....Donald D. Sullivan
Program Director.....Norman L. Bacon
Promotion Director.....Joan Monfore
Film Manager.....E. Barton Jewell
Chief Engineer.....Jack Iverson

KWWL-TV

WATERLOO—1953—NBC-DuM

Channel: 7 VHF..AP: 25.1 Kw...VP: 50.1 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
Phone Number 4404
News Service .....UP
Representative .....Headley-Reed
President.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Prog., Prom. Dir.....Charles R. Freburg
Director of News.....Ed Falk
Production Mgr.....Jack Turley
Film Manager.....Gene Bennett
Chief Engineer.....Ralph Mlaska
Consulting Engineer.....Frank McIntosh

KANSAS

TV HOMES 215,500

POPULATION 1,943,000

STATIONS IN STATE 4

KVTH

HUTCHINSON—1953—CBS

Channel: 12 VHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Hutchinson TV, Inc.
Business Address.....217 East First
Phone Number 5-5502-3
Representative .....H-R
General Manager.....Howard O. Peterson
Program Director.....Ray Huffer
Promotion Manager.....Wm. S. Ritchie
Regional Sales.....Doug Hough
Traffic Manager.....H. F. Means
Chief Engineer.....Robert B. Marye
Production Mgr.....Ben Butler

KOAM-TV

PITTSBURG—1953—NBC-CBS ABC-DuM

Channel: 7 VHF...AP: 49 Kw...VP:. 98 Kw.
Owned-Oper. By..Mid-Continental Telecasting
Business Address.. Professional Bldg.
Jhone Number 2165
Representative .....Katz
President.....E. V. Baxter
Gen., Sta., Comm. Mgr.....R. E. Wade
Program Director.....Louis R. Martin
Chief Engineer.....Leo Stafford
Consulting Engineer.....T. A. M. Craven

WIBW-TV

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF..AP: 5.35 Kw...VP: 10.7 Kw.
Owned-Oper. By....Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Phone Number 3-2377
News Service.....AP, UP
Representative .....Capper
President .....Henry Blake
General Manager.....Ben Ludy
Station Manager.....Art Holbrook
Commercial Mgr.....H.ilton Hodges
Production Mgr.....Claude Mann
Publicity Director.....Allan Young
Chief Engineer.....Gilbert Voiles

In LOUISVILLE
CHOOSE

WKLO-TV
CHANNEL 21

represented by
VENARD, INC.

KEDD

WICHITA—1953—ABC-NBC

Channel: 16 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By.....KEDD, Inc.
Business Address.....Box 1740
Phone Number.....TEmple 8-3321
Air Time.....10 hours daily
Newspaper Affiliation.....Wichita Beacon
Representative .....Petry
President.....Stanley H. Durwood
V.P., Gen., Sta. Mgr.....Ben B. Baylor, Jr.
Commercial Mgr.....John E. North
Program Director.....Robert C. Currie
Promotion Director.....Ben K. West
Director of News.....Richard Hickox
Production Mgr.....Don Markley
Film Manager.....C. K. Bloomquist
Chief Engineer.....George Smith

KENTUCKY

TV HOMES 359,500

POPULATION 3,004,000

STATIONS IN STATE 4

WEHT

HENDERSON—1953—CBS

Channel: 50 UHF..AP: 8.77 Kw..VP: 16:25 Kw.
Owned-Oper. By...Ohio Valley Television Co.
Business Manager.....Box 418
Phone Number.....Henderson 9566
Air Time.....12 hours daily
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President.....Hecht S. Lackey
Commercial Mgr.....William Vogel
Progress Director.....Chester T. Behrman
Promotion Director.....Marye Klaser
Director of News.....Ralph Smith
Chief Engineer.....Robert M. Cleveland

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....17 hours daily
News Service.....AP, UP
Membership .....NARTB, BAB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Prom., Pub. Dir.....Charles Hill
Director of News.....Rodney Ford
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....R. C. Ring

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 11....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Phone .....Wabash 2211
Representative....Harrington, Righter, Parsons
News Service .....AP
Membership .....NARTB
President .....Barry Bingham
Vice-Pres., Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....Albert J. Gillen
Program Director.....Ralph Hansen
Promotion Director.....William Loader
Director of News.....Richard Oberlin
Film Manager.....Charles McDaniel
Chief Engineer.....Orrin W. Towner

WKLO-TV

LOUISVILLE—1953—ABC-DuM

Channel: 21 UHF..AP: 129 Kw...VP: 251 Kw.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business Address.....Henry Clay Hotel
Phone Number.....Clay 4441
Representative .....Venard Inc.
Pres., Gen. Mgr.....Joe Eaton
Sales Manager.....John E. Scott
Program Director.....Jack Everbach
Chief Engineer.....D. C. Summerford

LOUISIANA

TV HOMES 281,500

POPULATION 2,738,000

STATIONS IN STATE 7

WAFB-TV

BATON ROUGE—1953—ABC-CBS NBC-DuM

Channel: 28 UHF..AP: 11.5 Kw...VP: 22.5 Kw.
Owned-Oper. By.....Modern Bcstg. Co. of Baton Rouge
Business Address.....844 Government St.
Phone Number 4-8571
Representative .....Adam Young
President.....Jack S. Burk
Vice-Pres., Gen. Mgr.....T. E. Gibbens

"MARYLAND'S MOST HONORED TELEVISION STATION"

WAAM 13

Channel

THE GEORGE FOSTER PEABODY AWARD TO "THE JOHNS HOPKINS SCIENCE REVIEW"

Produced at WAAM in co-operation with The Johns Hopkins University for the Du Mont Television Network, twice honored by the Peabody Committee for "excellence in television."

THE ALFRED I. DUPONT AWARD TO GERALD W. JOHNSON

WAAM's fearless commentator, famous newspaperman, essayist, biographer and historian. Another example of WAAM's use of community materials to build for nationally respected programs.

WAAM 13

Channel

TELEVISION HILL • BALTIMORE, MD.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

Commercial Mgr. ..... Ron Litteral
Program Director ..... John Ferguson
Chief Engineer ..... Donald K. Allan
Program Manager ..... Don Hallman
Publicity Director ..... G. Cranow

KTAG-TV

LAKE CHARLES—1953—CBS-ABC DuM

Channel: 25 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By ..... KTAG-TV, Inc.
Business Address ..... Box 173
Phone Number 9-9413
Representative ..... Adam Young
General Manager ..... James W. Lucas
Sales Manager ..... Quitman Henley
Chief Engineer ..... Maurice Wynne

KFAZ

MONROE—1953

Channel: 43 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By ..... Delta Television Inc.
Business Address ..... 2107 Forsythe Ave.
Phone Number 2-4442
Representative ..... Pearson
President ..... J. O. Willet
Vice-President ..... Justin Wilson
General Manager ..... John Ferguson
Sales Manager ..... Robert Clegg

KNOE-TV

MONROE—1953—CBS-NBC-ABC DuM

Channel: 8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By ..... James A. Noe
Business Address ..... Box 1713
Phone Number 8155
Representative ..... H-R
Vice-Pres., Gen. Mgr. ..... Paul H. Goldman
Comm., Prom. Mgr. ..... Jack Ansell Jr.
Program Director ..... Harry Arthur
Operations Mgr. ..... Pete McCausland
Chief Engineer ..... Jack Ratliff

WDSU-TV

NEW ORLEANS—1948 ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw
Owned-Oper. By ..... WDSU Bcstg. Corp.
Business-Studio Address ..... 520 Royal St.
Phone Number ..... TUlane 4371
Air Time ..... 119 hours weekly
News Service ..... AP, UP
Representative ..... Blair
Membership ..... NARTB, BAB
President ..... Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr. ..... Robert D. Swezey
V.P., Comm. Manager ..... A. Louis Read
Program Director ..... Hubie Weiss
Program Mgr. ..... Tom Hicks
Prom., Pub. Dir. ..... Marion Annenberg
Prog. Operations Mgr. ..... Stanley Holiday
Chief Engineer ..... Lindsey Riddle
Consulting Engineer ..... E. C. Page

WJMR-TV

NEW ORLEANS—1953—ABC-DuM

Channel: 61 UHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By ..... Supreme Bcstg. Co. Inc.
Business Address ..... 1500 Canal St.
Phone Number ..... Canal 0356
Representative ..... Bolling
Vice-Pres., Gen. Mgr. ..... James E. Gordon
Commercial Mgr. ..... Patrick J. Shannon
Program Director ..... Tom Abbott
Film Buyer ..... Ernest McKenna
Exec. V.P., Chief Engr. ..... George A. Mayoral

KSLA

SHREVEPORT—1953—NBC-CBS ABC-DuM

Channel: 12 VHF..AP: 6.5 Kw...VP: 13 Kw.
Owned-Oper. By ..... Interim Television Corp.
Business Address ..... Box 848
Phone Number 2-0697
Representative ..... Paul H. Raymer
Associate Managers ..... Deane Flett, Owens Alexander, J. H. Pace
Program Director ..... Henry Davis
Film Director ..... Hugh Pickett
Chief Engineer ..... Morris C. Barton

MAINE

TV HOMES 69,000

POPULATION 922,000

STATIONS IN STATE 5

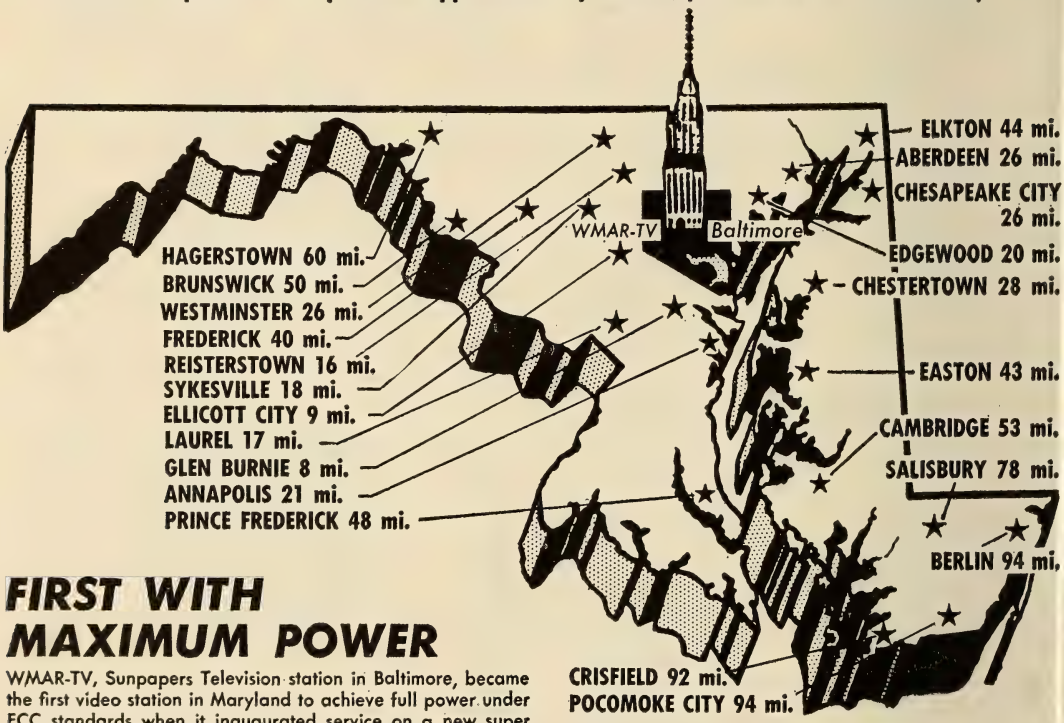
WABI-TV

BANGOR—1953 ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 0.95 Kw...VP: 1.9 Kw.
Owned-Operated By Community Telecasting Serv.
Address ..... 57 State St.
Phone Number 8255
National Rep. ..... George P. Hollingbery
New England Rep. ..... Kettell-Carter
President ..... Horace Hildreth
Gen., Sta. Comm. Mgr. ..... Lee Gorman, Jr.
Chief Engineer ..... Walter L. Dickson

BALTIMORE'S NEIGHBORS

From the Blue Ridge to the blue Atlantic, Maryland's communities have been bound into a closer kinship to Baltimore through WMAR-TV's 100,000 watts of maximum "super power" . . . and each of the indicated neighbors has been "saluted" in a continuing series of half hour programs that combine film sequences with personal appearances by leading personalities of each locality.



FIRST WITH MAXIMUM POWER

WMAR-TV, Sunpapers Television station in Baltimore, became the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST WITH LOCAL COLOR

The first broadcast of color slides using the new WMAR-TV color originating equipment took place in the early morning hours (after regular sign-off at 2 A.M.) on December 30th, and continued for several nights thereafter. The first announced telecast went on December 31st and on January 5th, 1954, WMAR-TV initiated regular daily color telecasts.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

WLAM-TV

LEWISTON—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 8.54 Kw...VP: 15.7 Kw.
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business Address.....129 Lisbon Street
Phone Number 4-5401
Air Time.....7 hours daily
News Service .....AP
Representatives .....Everett-McKinney-Kettell-Carter
President.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Comm., Prom. Dir.....Gerald T. Higgins
Program Director.....Lester J. Richards
Director of News.....F. Frank Hoy
Chief Engineer.....Henry G. Root

WCSH-TV

PORTLAND—1953—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Congress Square Hotel Co.
Business Office.....157 High Street
Phone Number 2-0181
Air Time.....9½ hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB, BAB
President.....Adeline B. Rines
General Manager.....William H. Rines
Program Manager.....Daniel H. Smith
Promotion Director.....Linwood T. Pitman
Director of News.....Philip N. Johnson
Production Manager.....Burnell Poole

WGAN-TV

PORTLAND—1954

Channel: 13 VHF.AP: 127.3 Kw..VP: 238.8 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Phone Number 2-7423
Representative .....Avery-Knodel
General Manager.....C. E. Gatchell

WPMT

PORTLAND—1953—ABC-NBC-CBS DuM

Channel: 53 UHF..AP: 11.5 Kw...VP: 22.2 Kw.
Owned-Oper. By....Portland Telecasting Corp.
Business Address.....Columbia Hotel
Phone Number 2-8327
Air Time.....9 hours daily
News Service .....AP
Representatives .....Everett-McKinney, KettelCarter
President.....Frank S. Hoy
Station Manager.....George E. Curtis, Jr.
Comm., Prom. Dir.....Gerald T. Higgins
Prog., Prod. Mgr.....William Gildersleeve
Director of News.....Parker Hoy
Chief Engineer.....Fred Crandon
Consulting Engineer.....George Adair

MARYLAND

TV HOMES 601,500

POPULATION 2,366,000

STATIONS IN STATE 4

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF..AP: 25 Kw...VP: 50 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 4-7600
Air Time.....15 hours daily
News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
Membership .....NARTB
General Manager.....Kenneth Carter
Asst. Gen. Mgr.—Sales.....Armand Grant
Program Mgr.....Herbert B. Cahan
News Editor.....Ted Jaffe
Publicity Director.....Joel Chaseman
Chief Engineer.....Ben Wolfe

(*See Page* 870)

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 7-3000
News Service.....INS, UP, AP
Representative .....Edward Petry
Vice Pres. & Exec. Dir.....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education..Arnold Wilkes
Program Director.....Victor F. Campbell
Business Mgr.....Freeman W. Cardall
Sales Manager.....Willis K. Freiert
News & Publicity Mgr.....Thomas J. White, Jr.
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Old Sun Bldg.
Phone Number.....MUlberry 5670
Air Time.....15 hours daily
News Service .....AP

Representative .....Katz
Membership .....NARTB
President.....William F. Schmick
V.D., Dir .of TV.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochran
Dir. of News & Spec. Events and
Film Mgr.....David V. R. Stickle
Production Mgr.....Edwin B. Mick
Film Director.....David V. R. Stickle
Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

TV HOMES 1,190,500

POPULATION 4,738,000

STATIONS IN STATE 7

WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw...VP: 300 Kw.
Owned-Oper. By.....Greylock Bcstg. Co.
Business Address.....8 Bank Row
Phone Number.....Pittsfield 2-1553
Air Time.....8 hours daily
Representative .....Walker
Membership .....NARTB, BAB
President .....Leon Podolsky
General Manager.....John T. Parsons
Commercial Mgr.....William Geary
Program Director.....Edward Pearson
Director of News.....Larry Vaber
Film Manager.....Richard Bolander
Chief Engineer.....Leonard Lavendol
Consulting Engineer.....James C. McNary

WBZ-TV

BOSTON—1948—NBC

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By....Westinghouse Radio Stations, Inc.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....INS, AP, UP
Representative.....NBC Spot Sales
President.....Chris J. Witting
Gen., Sta. Mgr.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Promotion Manager.....Richard E. Farnham
Program Manager.....W. Gordon Swan
News Dir.....F. Whitmarsh
Film Manager.....R. Duffield
Chief Engineer.....W. H. Hauser
Production Mgr.....Iran Berlow

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Air Time.....15 hours daily
News Service.....INS, UP
Representative.....H-R Reps. Inc.
President .....Tom O'Neil
Exec. V.P. & Gen. Mgr.....Linus Travers
Comm. Mgr... .....Tom Bateson
Vice Pres., Dir. of Prog. and
Remotes .....George Steffy
Promotion Dir.....George Hallberg
Dir. of News & Spec. Events..Leland Bickford
Production Mgr.....Tony Lang
Publicity Dir.....Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 10 Kw...VP: 22 Kw.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Business Office.....439 Concord Ave.
Phone Number.....EL 4-0500
News Service .....UP
Representative .....Everett-McKinney
President.....Frank J. Lyman, Jr.
General Manager.....Frederic S. Bailey
Commercial Mgr.....John H. Kimball, Jr.
Program Director.....Theodore B. Pitman, Jr.
Film Manager.....Fred Stein
Chief Engineer.....Leonard Pray

WHYN-TV

SPRINGFIELD-HOLYOKE—1953
CBS-DuM

Channel: 55 UHF..AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.
Business Address.....1300 Liberty St.
Phone Number.....Springfield 4-1126
Air Time.....11 hours
News Service .....UP
Representative .....Branham, Weed
Membership .....NARTB, BAB
General Manager.....Charles N. DeRose
Commercial Mgr.....Patrick J. Montague
Program Director.....Ken Smith
Chief Engineer.....Harold Schumacher
Consulting Engineers.....Kear & Kennedy

WWLP

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF..AP: 75 Kw...VP: 150 Kw.
Owned-Oper. By.....Springfield Television Bcstg. Corp.
Business Office.....61 Chestnut St.
Phone Number.....Springfield 2-4181
Representative .....Hollingbery
President.....Roger L. Putnam
Treasurer.....William L. Putnam
V.P., Comm. Mgr.....Alan C. Tindal
Program Director.....Milton R. Slater
Promotion Manager.....Howard S. Keefe
Chief Engineer.....George R. Townsend

WWOR-TV

WORCESTER—1953—ABC-DuM

Channel: 14 UHF..AP: 16.2 Kw...VP: 8.71 Kw.
Business Office.....P. O. Box 609
Phone Number.....7-8374
Air Time.....6 hours daily
News Service .....UP
Representative.....Paul H. Raymer, Bannan
Membership .....NARTB
President.....John Z. Buckley
General Manager.....Ansel E. Gridley
Commercial Mgr.....Leonard V. Corwin
Program Director.....Thomas C. Sawyer
Promotion Director.....Rupert Neily
Director of News.....Frank Knight
Production Mgr.....Richard Huntley
Film Manager.....Norman "Cy" Locke
Chief Engineer.....Donald P. Wise

MICHIGAN

TV HOMES 1,427,500

POPULATION 6,700,000

STATIONS IN STATE 13

WPAG-TV

ANN ARBOR—1953—DuM

Channel: 20 UHF....AP: 1 Kw.....VP: 2 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
Phone Number 2-5517
Air Time.....5½ hours daily
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....Arthur E. Greene
Vice-Pres., Gen. Mgr.....Edward F. Baughn
Commercial Mgr.....Kenneth MacDonald
Program Director.....Roger Shepard
Film Manager.....R. W. Kirkpatrick
Chief Engineer.....Donald N. Bowdish

WBKZ-TV

BATTLE CREEK—1953—ABC

Channel: 64 UHF...AP: 15 Kw....VP: 25 Kw.
Owned-Oper. By..Booth Radio-TV Stations Inc.
Business Address.....Box 218
Phone Number.....WOoodward 2-5506
Air Time.....10 hours daily
News Service .....AP
Representative .....Weed
Pres., Gen. Mgr.....John L. Booth
Sta., Comm. Mgr.....Edwin J. Lasko
Promotion Mgr.....Arthur Jackson
Director of News.....Robert Wright
Production Mgr.....Russell Webb
Publicity Director.....Gilbert Ketcham
Film Manager.....David Gabhart
Chief Engineer.....Rex Cummings

WNEM-TV

BAY CITY-SAGINAW—1954—NBC DuM

Channel: 5 VHF.....AP: 12 Kw....VP: 24 Kw.
Owned-Oper. By.....North Eastern Michigan Corp.
Business Address....814 Adams St., Bay City
Phone Number 3-5269
Representative .....Headley-Reed
President .....James Gerity, Jr.
Exec. V.P.....O. William Myers
Manager .....John Bone
Commercial Manager.....Harley M. West, Jr.
Chief Engineer.....Lee Stevens

WWTV

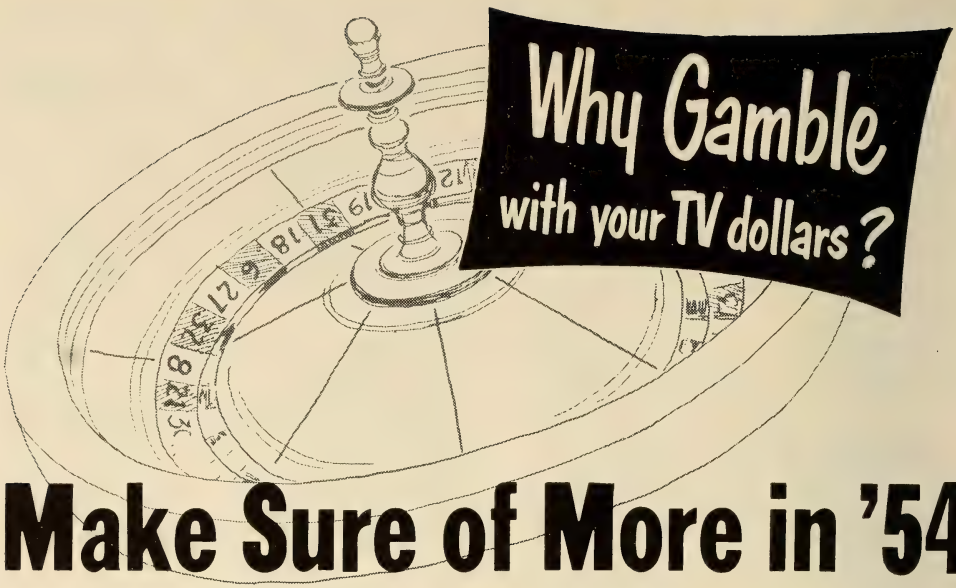
CADILLAC—1953—CBS-DuM

Channel: 13 VHF..AP: 44 Kw...VP: 94.3 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....214 N. Mitchell St.
Phone Number.....Prospect 5-3478
Representative .....Weed
President.....John J. Smith
Vice-Pres., Gen. Mgr.....L. T. Matthews
Sales Manager.....John Cundiff
Program Director.....Keith Adams
Film Editor.....Don Cunningham
Chief Engineer.....Allen W. Daubendick

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Air Time.....16 hours daily
News Service.....INS, UP
Membership .....NARTB
Representative .....Katz



Make Sure of More in '54

with

WJBK-TV

CHANNEL 2

FACT No. 1

POWER

Farthest reaching TV signal in the Michigan area . . . gigantic 1,057 foot tower with maximum 100,000 watt E.R.P. . . . plus favored Channel 2 dial position add up to

MAXIMUM CIRCULATION

FACT No. 2

PROGRAMMING

Daytime and nighttime, viewers customarily turn to Channel 2 for the best in entertainment, news and sports. And that means

MAXIMUM VIEWING

FACT No. 3

RATINGS

Consistently leading with high-rated CBS, Dumont and local programs. For example, Pulse ratings for December, '53, show 9 out of the 15 top shows on WJBK-TV. And that gives you

MAXIMUM IMPACT

Eliminate guesswork when you're buying TV time in the rich Great Lakes area. Make your money go farther, literally and figuratively, on WJBK-TV, Detroit's only full power station. Look at the facts! Prove to yourself that Channel 2 is the place for you. Get maximum return for your TV dollars on WJBK-TV.

WJBK-TV

Detroit

BASIC CBS NETWORK & DUMONT

A STORER STATION

Represented Nationally by

THE KATZ AGENCY

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

President.....George B. Storer
V.P., General Mgr.....Gayle V. Grubb
Asst. Manag. Dir.....Harry Lipson
Commercial Mgr.....Maurice McMurray
Program Dir.....Richard Fischer
Promotion Dir.....Kenneth H. Boehmer
Publicity Director...Elaine von Grimmenstein
Film Mgr.....Arthur MacCall
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

(*See Opposite Page*)

WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF..AP: 10.25 Kw...VP: 20.5 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....615 W. Lafayette
Phone Number.....WOodward 2-2000
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative .....Hollingbery
Membership .....NARTB
General Mgr.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
Prog., Prod. Dir.....James Schiavone
Pub. Affairs Dir.....James Eberle
Publicity Director.....Harman R. Kates
Film Editor.....Frank Picard
Chief Engineer.....Edgar J. Love
Consulting Engineer.....Millard F. Garrison

WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF..AP: 57 Kw...VP: 114 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOodward 3-8321
Air Time.....18 hours daily
News Service.....AP, INS
Representative .....Blair-TV
Membership .....NARTB, BAB
President.....James G. Riddell
Station Manager.....John Pival
Program Dir.....John Lee
Production Mgr.....Ford Vandervoort
Promotion Dir.....Robert Baldrica
Dir. of Spec. Events & News..Richard Femmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

WTAC-TV

FLINT—1953—ABC

Channel: 16 UHF..AP: 8.4 Kw...VP: 17.4 Kw.
Owned-Oper. By.....Trendle1Campbell Bcstg. Corp.
Business Address.....740 S. Saginaw St.
Phone Number 2-1136
News Service .....UP
President.....George W. Trendle
General Manager.....H. Allen Campbell
Gen. Mgr. (AM-TV).....J. R. McKinley
Station Manager.....Rubin Weiss
Program Director.....James A. Washburn
Film Director.....Paul H. Toepp
Production Mgr.....Cecil Ruffin
Consulting Engineer.....James A. Gimbel

WOOD-TV

GRAND RAPIDS—1951
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address .....McKay Tower
Phone Number 9-4125
Representative .....Katz
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Sales Manager.....Art Swift
Sales Service Mgr.....John Clay
Promotion Dir.....John Dragomier
Asst. Prog. Dir.....Clark Grant
Chief Engineer.....Louis Bergenroth

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3 VHF..AP: 40 Kw...VP: 81 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number 3-1223
Air Time.....15 hours daily
News Service .....AP
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, BAB
Pres.,, Gen., Sta. Mgr.....John E. Fetzer
Sales Director.....Donald W. DeSmit, Jr.
Program Director.....Charles Lynch
Managing Director.....Carl Lee
Chief Engineer.....Arthur E. Covell

WILS-TV

LANSING—1953—ABC-DuM

Channel: 54 UHF..AP: 20 Kw...VP: 10 Kw.
Owned-Oper. By.....Lansing Bcstg. Co.
Business Address....407 N. Washington Ave.
Phone Number 2-1655
Air Time.....8 hours daily
News Service .....UP
Representative.....O. L. Taylor
Membership .....NARTB
President.....W. A. Pomeroy
Commercial Manager.....Walter Dennis
Prog., Prod., Film Mgr.....James Pollock
Promotion Dir.....Walter Braeger
Director of News.....John Maters
Chief Engineer.....John Poberoy
Consulting Engineer.....Frank Macintosh

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6 VHF..AP: 17 Kw...VP: 31 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service .....UP
Phone 2-1333
Representative.....H-R Representatives

President.....Harold F. Gross
Station Manager.....Willard Waldbridge
Prog., News Dir.....Howard Finch
Film Director.....Phil Sherck
Chief Engineer.....Charles Wallace

WKNX-TV

SAGINAW—1953

Channel: 57 UHF..AP: 10 Kw...VP: 19 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number 3-4471
Representative .....Gill-Perna
Membership .....NARTB, BAB
General Manager.....William J. Edwards
Station Manager.....Howard Wolfe
Program Director.....Thomas A. Taylor
Chief Engineer.....Max W. Thomas

MINNESOTA

TV HOMES 439,000

POPULATION 3,127,000

STATIONS IN STATE 7

KMMT

AUSTIN—1953—ABC-CBS-DuM

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.
Business Office....Minnesota-Iowa Television Co.
Business Address.....405½ North Main St.
Phone Number 8836
Air Time.....6 hours daily
News Service .....AP
Representative .....Pearson
President .....Harry Smith
Gen., Sta. Mgr.....L. L. McCurnin
Commercial Mgr.....Don Jones
Program, Film Dir.....Tom Steensland
Prom., Prod. Mgr.....Ken Bryant
Director of News.....Ken Cessna
Chief Engineer.....Glen Klein
Consulting Engineer..Fred O. Grimwood, Inc.

WFTV

DULUTH—1953
ABC-CBS-NBC-DuM

Channel: 38 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Great Plains Television
Business Address.....232 East Superior St.
Phone Number 7-6881
Air Time.....10 hours daily
News Service .....AP
Representative .....Adam Young
Membership .....NARTB

President .....Herbert Scheffel
General Manager.....C. G. Alexander
Sta., Prom. Mgr.....James C. Cole
Commercial Mgr.....Tony Marta
Program Director.....Gerald Pearsen
Director of News.....Herbert Widmark
Production Mgr.....Victor Fletcher
Film Manager.....Harvey Wick
Chief Engineer.....Norman P. Gill

WCCO-TV

MINNEAPOLIS—1949
CBS-DuM

Channel: 4.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Mid-Continent Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
News Service.....AP, UP, INS
Representative.....Free & Peters
President.....Robert B. Ridder
Exec. V.P. & Gen. Mgr...F. Van Konynenburg
Station Manager.....Sherman Headley
Production Director.....Charles D. Miller
Film Director.....Harry C. Jones
Prom., Publ. Director.....Florence Z. Cook
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By..Minnesota Television Public Service Corp.
Business Address.....2925 Dean Blvd.
Phone Number.....Mohawk 9-6771
News Service.....AP, UP
Representative .....Blair
Membership .....NARTB
President .....Robert Butler
General Manager.....Edward G. Smith
Commercial Mgr.....Ken Light
Program Director.....George Hudak
Director of News.....John Ford
Production Mgr.....Robert Colburn
Film Manager.....Eugene Wecker
Chief Engineer.....Mike Fleming

KROC-TV

ROCHESTER—1953—NBC-DuM

Channel: 10 VHF..AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Phone Number 3924
Air Time.....9 hours daily
News Service .....UP
Representative .....Meeker
Membership .....NARTB, BAB
President.....Mrs. C. P. Gentling
Gen. Comm. Mgr.....G. David Gentling
Station Manager.....Willard Lampman
Program Director.....Ray Skaran
Director of News.....Ray Thompson
Film Manager.....Jerry Kimerly
Chief Engineer.....Robert Cross

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5 VHF..AP: 17.3 Kw...VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number .....Prior 2717
Air Time.....17½ hours daily
News Service .....AP, UP
Representative .....Edward Petry
Membership .....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
Exec. V.P., Treas.....K. M. Hance
Nat. Sales Mgr.....Karl A. Plain
Local TV Sales Dir.....William R. Brazzil
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer.....Wm. S. Sadler
Consulting Engineer.....Andrew D. Ring

WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By.....Minnesota Bcstg. Co.
Business Address.....538 Hamm Building
Phone Number.....Garfield 1361
Air Time.....5 hours daily
News Service .....AP
Representative .....H-R
Membership .....NARTB
President.....N. Lawrence Bentson
Commercial Mgr.....Frank M. Devaney
Prog. Dir., Prod. Mgr.....Fred H. Kaufman
Prom., Pub. Dir.....Thomas W. Letcher
Director of News.....Stuart A. Lindman
Film Manager.....Oscar Backlund
Chief Engineer.....Warren Fritze

MISSISSIPPI

TV HOMES 120,000

POPULATION 2,200,000

STATIONS IN STATE 4

WJTV

JACKSON—1953
ABC-CBS-DuM-NBC

Channel: 25 UHF..AP: 98 Kw...VP: 180 Kw.
Owned-Operated By
Mississippi Publishers Corp.
Address.....P. O. Box 427
Representative .....Katz
General Manager.....John Rossiter
Consulting Engineer....Raymond M. Wilmotte

WLBT

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Office.....Box 2171
Phone Number 2-2691
Representative .....Hollingbery
General Manager.....Fred L. Beard
Sales Manager.....Frank Gentry
Program Director.....Maurice Thompson
Promotion Director.....Walter Henson
Film Director.....Al Fred Daniel
Chief Engineer.....Bob Smathers

WCOC-TV

MERIDAN—1953

Channel: 30 UHF..AP: 134 Kw...VP: 252 Kw.
Owned-Oper. By.....Mississippi Bcstg. Co.
Business Address.....Threefoot Bldg.
Phone Number 7714
Pres., Gen. Mgr.....Withers Gavin

WTOK-TV

MERIDAN—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw...VP: 31.2 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address.....Southern Bldg.
Phone Number 3-1441
Air Time.....10 hours daily
News Service .....AP
Representative .....Headly-Reed
Membership .....NARTB
President.....Robert F. Wright
Commercial Manager.....W. B. Crooks
Program Director.....Cecil Germany
Promotion Dir.....Jerry Kerns
Dir. of News, Prod. Mgr.....George Shannon
Chief Engineer.....Joe Saxon
Consulting Engineer.....George E. Gautney

MISSOURI

TV HOMES 681,500

POPULATION 4,034,000

STATIONS IN STATE 14

KOMU-TV

COLUMBIA—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By.....Curators of Univ. of Mo.
Business Address.....Highway 63 South

The ONE and ONLY television station in the nation's 9th largest market which operates with the MAXIMUM POWER authorized by the Federal Communications Commission . .

KSD-TV

The St. Louis Post-Dispatch Television Station

. . . 100,000 WATTS

on easy-to-tune

Very High Frequency Channel **5**

•

KSD-TV is America's FIRST completely postwar equipped television station . . . established on February 8, 1947 . . . and the FIRST CHOICE of advertisers who have products and services to sell to the St. Louis Market.

•

NBC TELEVISION NETWORK

National Advertising Representative: **NBC SPOT SALES**

Phone Number 5251
Air Time.....6 hours daily
News Service .....UP
Representative .....H-R
General Manager.....George J. Kapel
TV Director.....Dr. Edward C. Lambert
Commercial Mgr.....Louis F. Allen
Program Director.....William A. Vaughn
Promotion Director.....Milton E. Gross
Director of News.....Philip E. Berk
Chief Engineer.....Duane M. Weise

KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF..AP: 18.3 Kw...VP: 36.8 Kw.
Owned-Oper. By.....Lee Broadcasting, Inc.
Business Address.....W. C. U. Bldg.
Phone Number 6200
Air Time.....9 hours daily
News Service.....AP, UP
Representative .....Weed
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Program Director.....Merritt Milligan
Promotion Director.....Gene Terry
Director of News.....Don Nicholson
Production Mgr.....Tom Roby
Film Manager.....Charles Lotz
Chief Engineer.....J. E. Gray

KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF..AP: 42.6 Kw...VP: 71.1 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....125 East 31st St.
Phone Number.....Jefferson 6789
News Service .....AP
Representative .....Katz
President.....E. T. Meredith
General Manager.....E. K. Hartenbower
Program Director.....S. B. Tremble
Promotion Director.....F. C. Strawn
Director of News.....James Monroe
Production Mgr.....Kenneth Heady
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen

WHB-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.3 Kw.
Owned-Oper. By.....WHB Bcstg. Co.
Business Address.....Scarritt Bldg.
Phone Number.....Baltimore 7109
Representative .....Blair
Pres., Comm. Mgr.....Donald D. Davis
Vice-Pres., Gen. Mgr.....John T. Schilling
Station Manager.....Morris Greiner
Promotion Manager.....Ed Schultz, Jr.
Chief Engineer.....Henry Goldenberg

KMBC-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.3 Kw.
Owned-Oper. By.....Midland Bcstg. Co.
Business Address.....222 W. 11th St.
Phone Number .....Harrison 2650
News Service.....AP, UP
Rep esentative.....Free & Peters, Inc.
President.....Arthur B. Church
Managing Director.....George J. Higgins
Program Director.....Roderick B. Cupp
Promotion Director.....Harold W. Storm
Production Mgr.....John Q. Quigley
Chief Engineer.....Kenneth H. Cook

WDAF-TV

KANSAS CITY—1949

NBC

Channel: 4.....AP:50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Number.....1729 Grand Ave.
Phone Number.....Harrison 1200
News Service.....AP, UP
Representative..Harrington, Righter, & Parsons
Managing Director.....H. Dean Fitzer
Commercial Manager.....E. M. Russo
Station Manager.....Bill Bates
Chief Engineer.....Joseph Flaherty
Program Dir.....Al Christy
News Dir.....Randall Jessee
Film Mgr.....John Krivas

KFEQ-TV

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF...AP: 26 Kw....VP: 52 Kw.
Owned-Oper. By.....KFEQ, Inc.
Business Address.....KFEQ Bldg.
Phone Number 3-2528
Air Time.....7 hours daily
News Service .....AP
Representative.....Headley-Reed
Pres., Gen. Mgr.....Barton Pitts
Commercial Mgr.....Glenn G. Griswold
Program Director.....E. Carleton Schirmer
Director of News.....Ralph Combes
Production Mgr.....Wally Johnson
Chief Engineer.....J. Wesley Koch

KACY

ST. LOUIS—1953

Channel: 14 UHF..AP: 280 Kw...VP: 490 Kw.
Owned-Oper. By.....Ozark Television Corp.
Business Address.....4010 Lindell Blvd.
Phone Number.....Jefferson 1400
Representative .....Raymer
Pres., Gen. Mgr.....Jack G. Garrison
Vice-Pres., Sta. Mgr.....Carl G. McIntire
Treasure.....Philip L. Sincoff
Commercial Mgr.....Richard Dawson
Production Director.....John J. Weber
Chief Engineer.....Leo Tevlin

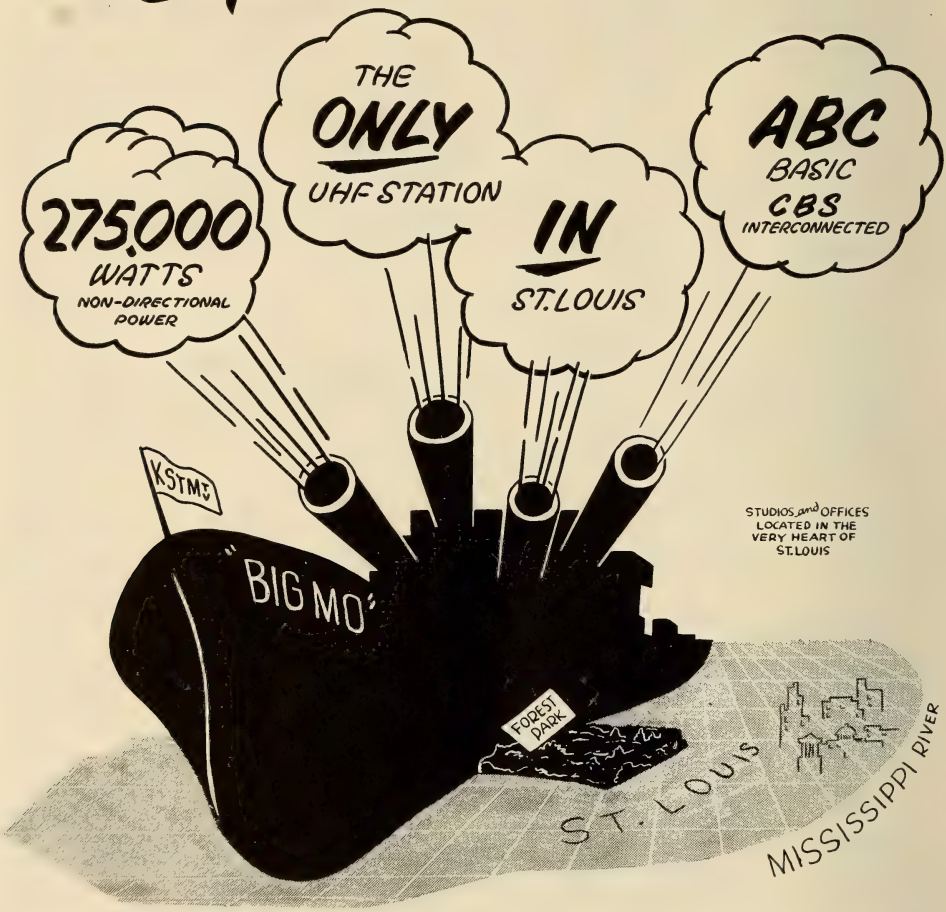
KSD-TV

ST. LOUIS—1947

ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.

"Big Mo" Captures St. Louis!



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 **SAINT LOUIS**

Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....120 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

KSTM-TV

ST. LOUIS—1953—ABC

Channel: 36 UHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Broadcast House Inc.
Business Address.....5915 Berthold Ave.
Phone Number.....Sterling 3636
Representative.....H-R
Pres., Gen. Mgr.....Marshall H. Pengra
Commercial Mgr.....Alvin M. King
Program Manager.....Myron Bennett
Promotion Director.....Frank E. Heaston
Chief Engineer.....Ted Favors

WTVI

ST. LOUIS—1953—DuM

Channel: 54 UHG..AP: 124 Kw...VP: 248 Kw.
Owned-Oper. By..Signal Hill Telecasting Corp.
Business Address.....Boatmen's Bank Bldg.
Phone Number.....Geneva 5454
Representative.....Weed
Pres., Gen. Mgr.....Bernard T. Wilson
Vice-Pres., Comm. Mgr.....John I. Hyatt
Program Manager.....Ted Wescott
Production Mgr.....Robert Holt
Chief Engineer.....Richard J. Trompeter

(*See Page* 884)

KDRO-TV

SEDALIA—1954

Channel: 6 VHF..AP: 8.71 Kw...VP: 16.2 Kw.
Owned-Oper. By.....Milton J. Hinlein
Business Address.....2100 W. Broadway
Phone Number.....4004
Representative.....Forjoe
General Manager.....Herb Brandes
Commercial Mgr.....James Glenn
Chief Engineer.....Bob Smith

KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF.AP: 6.38 Kw..VP: 12.76 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address.....Box 1716
Phone Number.....2-7474
Air Time.....10 hours daily
News Service.....AP, UP
Representative.....Weed
Membership.....NARTB
President.....J. H. G. Cooper
Gen., Sta. Mgr.....G. Pearson Ward
Program Director.....Kevin McAndrews
Director of News.....Bill Bowers
Chief Engineer.....William F. Curry
Consulting Engineer.....J. C. McNary

KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF..AP: 31 Kw...VP: 61 Kw.
Owned-Oper. By....Springfield Television Inc.
Business Address.....999 W. Sunshine
Phone Number.....6-2766
Representative.....Hollingbery
Gen., Comm. Mgr.....J. Gordon Wardell
Film Director.....Carl Fox
Chief Engineer.....E. Dennis White

MONTANA

TV HOMES 10,500

POPULATION 597,000

STATIONS IN STATE 4

KOOK-TV

BILLINGS—1953—CBS-DuM-ABC

Channel: 2 VHF..AP: 8.8 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Montana Network
Business Address.....7002 S. Billings Blvd.
Phone Number.....9-2382
Representative.....Headley-Reed
General Manager.....V. V. Clark
Commercial Mgr.....John Connor
Program Director.....Edmund Peiss
Chief Engineer.....Grant French

KOPR-TV

BUTTE—1953—CBS-ABC

Channel: 4 VHF..AP: 7.3 Kw...VP: 14.5 Kw.
Owned-Oper. By.....Copper Bcstg. Co.
Business Address.....Hotel Finlen
Phone Number.....6546
Representative.....Hollingbery
Vice-Pres., Gen. Mgr.....Ed Cooney
Commercial Dir.....S. John Schile
Chief Engineer.....John Gort

KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF....AP: 1 Kw.....VP: 2 Kw.
Owned-Oper. By.....Pacific Northwest Broadcasters
Business Address.....Box 1956
Phone Number.....2-2696
Air Time.....5 hours daily
Representative.....Walker
President.....E. B. Craney

WTVI . . . "the POWER!"

— SERVES and SELLS ALL of the GREATER SAINT LOUIS AREA with the . . .

MOST POWERFUL TRANSMITTER EVER BUILT

for UHF-TV. . . the "G-E 12"

For Availabilities, ask

WEED TELEVISION

DUMONT AND CBS SHOWS!

Channel 54

Station Manager.....Jim Manning
Commercial Mgr.....J. Wyhe Walker
Chief Engineer.....Jack Provis
Consulting Engineer.....George Adair

KFBB-TV

GREAT FALLS—1954—CBS-DuM

Channel: 5 VHF..AP: 12.6 Kw...VP: 21.5 Kw.
Owned-Oper. By.....Buttrey Broadcast Inc.
Business Address.....Box 1139
Phone Number 4-4377
Representative .....Weed
Pres., Gen. Mgr.....Joseph P. Wilkins
TV Director.....LeRoy Stahl
Program Director.....Robert Froemming
Chief Engineer.....Wilbur Myhre

NEBRASKA

TV HOMES 181,500

POPULATION 1,353,000

STATIONS IN STATE 5

KHOL-TV

KEARNEY—1953—CBS-DuM

Channel: 13 VHF..AP: 30.2 Kw...VP: 56.2 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....414 East Ave.
Phone Number.....Axtell 42
Air Time.....4½ hours daily
News Service .....AP
Representative .....Meeker
Membership .....NARTB
President.....Dr. Wayne Brewster
General Manager.....Harold J. Hamilton
Sta., Comm. Mgr.....Duane L. Watts
Prog., Prom. Dir.....Jack Gilbert
Chief Engineer.....Jack Lewis

KFOR-TV

LINCOLN—1953—ABC

Channel: 10 VHF..AP: 29.5 Kw...VP: 59 Kw.
Owned-Oper. By.....Cornbelt Bcstg. Corp.
Business Address.....626 Stuart Bldg.
Phone Number 2-6965
Air Time.....5½ hours daily
News Service .....AP
Representative.....Paul H. Raymer
Membership .....NART, BAB
President .....James Stuart
Gen., Sta. Mgr.....George Bastion
Commercial Mgr.....Richard W. Chapin
Program Director.....Av Bondarin
Prom., Pub. Dir.....Ruth Thone
Rirector of News.....Ken Wayman
Chief Engineer.....Charles Winkler

KOLN-TV

LINCOLN—1953—DuM

Channel: 12 VHF..AP: 13.5 Kw...VP: 27 Kw.
Owned-Operated By
Cornhusker Radio & TV Corp.
Address .....40th and W Sts.
Representative .....Weed
President.....John E. Fetzer
General Manager.....H. E. Anderson
Sales Manager.....Otis Segler
Chief Engineer.....Ray Taylor

KMTV

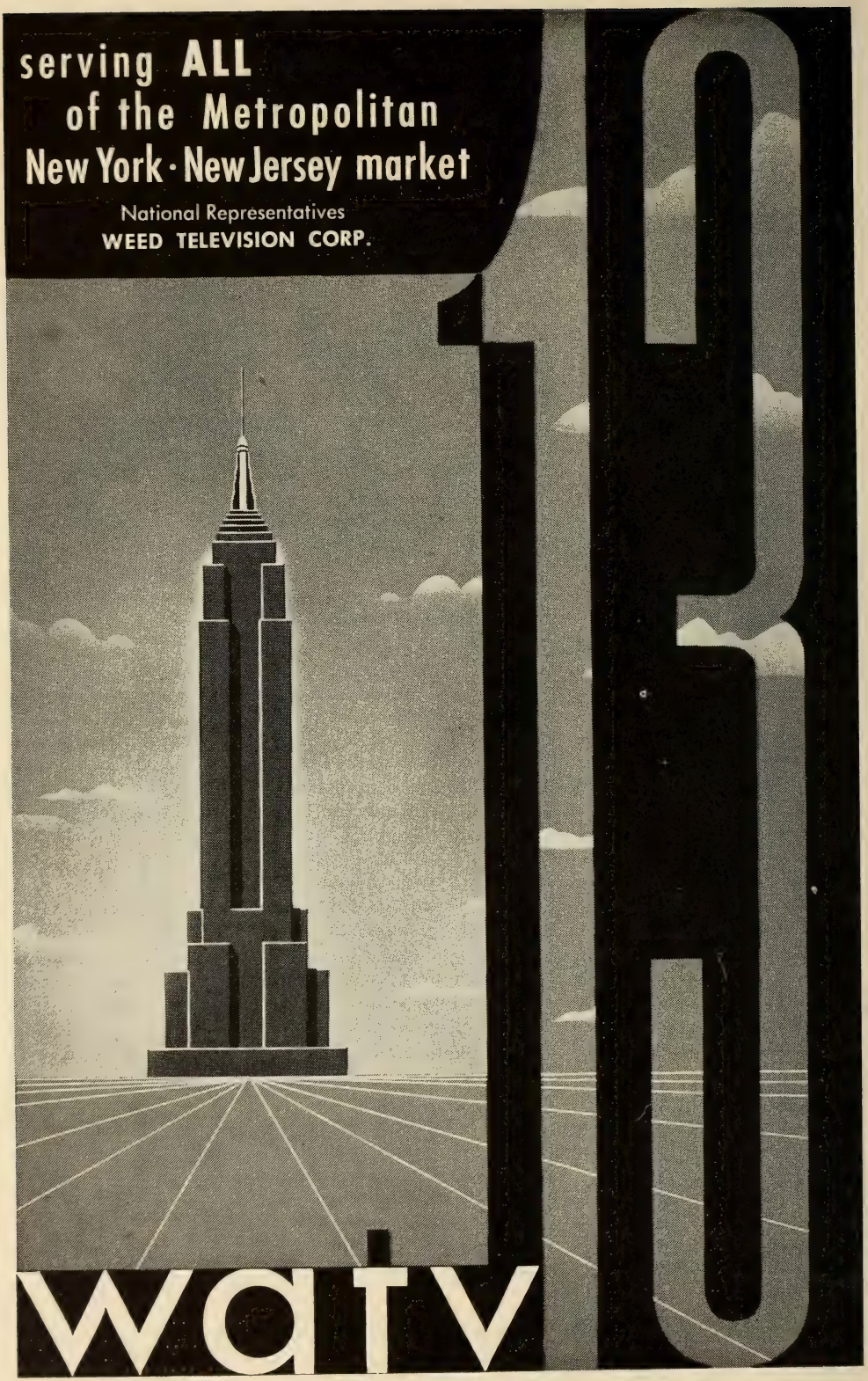
OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Phone Number.....WEbster 9800
Air Time.....15 hours daily
News Service .....UP
Representative.....Edward Petry & Co.
Membership .....NARTB
President.....Edward W. May
V.P., Gen. Mgr.....Owen Saddler
Commercial Manager.....Arden Swisher
Program Director.....Glenn Harris
Promotion Dir.....Joe Baker
Dir of News and Spec. Events....Floyd Kalber
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Robert M. Silliman

WOW-TV

OMAHA—1949—NBC-DuM

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Phone Number.....WEbster 3400
Air Time.....17½ hours daily
News Service .....UP, INS
Representative .....Blair TV
Membership .....NARTB
Chairman of Board.....Fred Bohen
President.....E. T. Meredith, Jr.
General Manager.....Frank P. Fogarty
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seitzer
Film Manager.....Lyle DeMoss
Dir. of News & Spec. Events.....Ray Clark
Production Manager.....Vern Reynolds
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn


serving ALL
of the Metropolitan
New York · New Jersey market
National Representatives
WEED TELEVISION CORP.
13
watv

NEVADA

TV HOMES 12,500

POPULATION 176,000

STATIONS IN STATE 2

KLAS-TV

LAS VEGAS—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 14.5 Kw...VP: 29 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Business Address.....Box 711
Phone Number 7138
Air Time.....9 hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB
President.....R. G. Jolley
General Manager.....Bob Gardner
Promotion Dir.....Marian Y. Komar
Program Director.....Ray Gallagher
Director of News.....Jim Hart
Publicity Director.....Lois Carpenter
Film Manager.....Don Mumford
Chief Engineer.....Les Nelson

KZTV

RENO—1952
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 1.4 Kw...VP: 2.7 Kw.
Owned-Oper. By....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.
Phone Number 3-0721
Air Time.....6½ hours daily
News Sevice .....AP
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey
Commercial Mgr.....Richard Colon
Program Director.....Lou Zegerman
Director of News.....Leila Rowson
Chief Engineer.....Curtis I. Kring
Consulting Engineer.....Robert L. Hammett

NEW HAMPSHIRE

TV HOMES 86,500

POPULATION 554,000

STATIONS IN STATE 1

WMUR-TV

MANCHESTER—1954
ABC-CBS-DuM-NBC

Channel: 9 VHF..AP: 67.6 Kw...VP: 112 Kw.
Owned-Oper. By....Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
Phone Number 5-5788
Representative .....Weed
President.....Francis P. Murphy
General Manager.....Hervey Carter
Commercial Mgr.....Gordon Moore
Chief Engineer.....Vincent Chandler

NEW JERSEY

TV HOMES 1,375,000

POPULATION 5,228,000

STATIONS IN STATE 3

WRTV

ASBURY PARK—1953

Channel: 58 UHF.AP: 9.12 Kw..VP: 17.10 Kw.
Owned-Oper. By.....Atlantic Video Corp.
Business Address.....710 Mattison Ave.
Phone Number.....Asbury Park 2-7200
President.....Walter Reade, Jr.
Vice-Pres., Mgr.....Harold C. Burke
Commercial Mgr.....Allen Preville
Production Mgr.....Richard Behrman
Film Director.....William Branham
Chief Engineer.....Donald Volkman

WFPG-TV

ATLANTIC CITY—1952—ABC-NBC
CBS-DuM

Channel: 46 UHF...AP: 9 Kw....VP: 18 Kw.
Owned-Operated By.....Neptune Bcstg. Corp.
Address .....Steel Pier
Representative .....Pearson
Pres., Gen. Mgr.....Fred Weber
Sales Manager.....Russell Truex
Prog., Prom. Dir.....Ed Davis
Milm Manager.....Elaine Bartholumei
Chief Engineer.....Blair K. Thron
Consulting Engineer..Craven, Lohnes & Culver

WATV

NEWARK—1948

Channel: 13 VHF..AP: 105 Kw...VP: 180 Kw.
Owned-Oper. By.....Bremer Bcstg. Corp.
Business-Studio Address.....1020 Broad St.
Phone Number.....MItchell 2-6400
Air Time.....13 hours daily
Representative .....Weed

Pres., Gen. Mgr.....Irving R. Rosenhaus
Vice Pres. (Sales).....Edmund S. Lennon
Public Relations Dir.....Robert MacDougall
Program Director.....George Green
Film Director.....Robert Paskow
Vice-President.....Frank V. Bremer

NEW MEXICO

TV HOMES 51,000

POPULATION 760,000

STATIONS IN STATE 4

KGGM-TV

ALBUQUERQUE—1953—CBS

Channel: 13 VHF...AP: 45 Kw....VP: 89 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 West Coal Ave.
Phone Number 3-4543
Air Time.....8 hours daily
News Service.....AP, UP
Representative .....Weed
President.....A. R. Hebenstreit
Commercial Mgr.....Jonny Graff
Program Director.....Ed Sanchez
Promotion Director.....Bob Van Driel
Chief Engineer.....Leonard Dodds

KOAT-TV

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF..AP: 12.9 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Alvarado Television Co.
Business Address.....122 S.E. Tulane Dr.
Phone Number 5-8716
Representative .....Hollingbery
Vice-Pres., Gen. Mgr.....Phil Hoffman
Program Director.....Ted Snider
Chief Engineer.....Bill Carman

KOB-TV

ALBUQUERQUE—1948
NBC-DuM

Channel: 4 VHF...AP: 5.6 Kw....VP: 11Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....234 So. 5th
Phone Number 3-4411
Air Time.....10 hours daily
Representative .....Branham
Membership .....NARTB
President .....Wayne Coy
Station Manager.....J. I. Myerson
Program Director.....Dorothy B. Smith
Film Mgr.....Millard Williams
Chief Engineer.....George S. Johnson

KSWS-TV

ROSWELL—1953—ABC-DuM

Channel: 8 VHF..AP: 57.5 Kw...VP: 115 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
Phone Number 3737
Air Time.....7 hours daily
News Service .....AP
Representative .....Meeker
Owner.....John A. Barnett
General Manager.....J. C. Porter
Commercial Mgr.....Paul B. McEvoy
Program Director.....Jack Shafer
Chief Engineer.....Ray Summersgill
Consulting Engineer.....George Gautney

NEW YORK

TV HOMES 3,912,000

POPULATION 15,872,000

STATIONS IN STATE 21

WROW-TV

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF..AP: 138 Kw...VP: 269 Kw.
Owned-Oper. By....Hudson Valley Bcstg. Co.
Business Address.....Box 4100
Phone Number 3-2225
Air Time.....9 hours daily
News Service .....UP
Representative .....Bolling
Membership .....NARTB, BAB
President.....Dean P. Taylor
General Manager.....Harry L. Goldman
Station Manager.....Isabella Arden
Commercial Mgr.....Reed Gordon
Program Director.....Charles Pogan
Promotion Dir.....Hilda Nauman
Production Mgr.....Al Strauss
Chief Engineer.....Charles Heisler
Consulting Engineer.....Frank McIntosh

WNBF-TV

BINGHAMTON—1943
ABC-CBS-NBC-DuM

Channel: 12....AP: 125 Kw.....VP: 250 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone Number 3-7311
Air Time.....14 hours daily
Representative .....Bolling
Membership .....NARTB, BAB
General Manager.....C. D. Mastin
Sales Manager.....Stanley N. Heslop

Pgm. Dir. ..... E. M. Scala
Promotion Director ..... John Turner
Prod. Dir. ..... Clark Pollock
Chief Engineer ..... L. H. Stantz
Consulting Engineer ..... Jansky & Bailey

WBEN-TV

BUFFALO—1948—NBC

Channel: 4 VHF..AP: 27 Kw...VP: 54 Kw.
Owned-Oper. By ..... WBEN, Inc.
Phone Number ..... MOhawk 0930
Studio, Transmitter Location ..... Hotel Statler
Air Time ..... 17 hours daily
News Service ..... AP, INS, UP
Representative ..... Harrington, Righter & Parsons, Inc.
President ..... Edward H. Butler
Vice-President ..... Alfred H. Kirchhofer
General Manager ..... C. Robert Thompson
Sales Manager ..... Nicholas J. Malter
Station Mgr. ..... George R. Torge
Promoton Director ..... Joseph A. Haeffner
Film Director ..... Quintin P. Renner
Program Dir. ..... Frederick A. Keller
Executive Producer ..... John L. Hutchinson, Jr.
Technical Director ..... Ralph J. Kingsley

WBUF-TV

BUFFALO—1953—ABC-CBS-DuM

Channel: 17 UHF..AP: 8.5 Kw...VP: 19 Kw.
Owned-Oper. By ..... WBUF, Inc.
Business Address ..... 184 Barton St.
Phone Number ..... Summer 1717
Air Time ..... 12 hours daily
News Service ..... UP
Representative ..... H-R
Membership ..... NARTB
President ..... Sherwin Grossman
Exec. Vice-President ..... Gary L. Cohen
Commercial Mgr. ..... Pat Swift
Program Director ..... Tom Molony
Director of News ..... Frank Fredericks
Film Manager ..... Michael Eisler
Chief Engineer ..... Ernest E. Rety
Consulting Engineers ..... Kear & Kennedy

WECT

ELMIRA—1953—NBC

Channel: 18 UHF.AP: 7.53 Kw..VP: 15.05 Kw.
Owned-Oper. By ..... El-Cor Television, Inc.
Business Address ..... 302 East Water St.
Phone Number 7018
News Service ..... AP
Representative ..... Everett-McKinney
Membership ..... NARTB
President ..... E. S. Underhill, Jr.
General Manager ..... Walter A. Valerius
Commercial Mgr. ..... John N. Prewitt, Jr.
Program Director ..... Kenneth Powell
Promotion Director ..... Matthew F. Carney, Jr.
Film Manager ..... John LaLiberte
Chief Engineer ..... Allen N. Bell

WTVE

ELMIRA—1953—ABC-CBS-DuM

Channel: 24 UHF..AP: 8.3 Kw...VP: 16.58 Kw.
Owned-Oper. By ..... Elmira Television
Business Address ..... 159 Madison Ave.
Phone Number 3-6624
Air Time ..... 9 hours daily
News Service ..... UP
Representative ..... Forjoe
Owners ..... Thompson K. Cassel, John S. Booth
General Manager ..... T. K. Cassel
Commercial Mgr. ..... Richard Rolfe
Program Director ..... Jim Pattison
Promotion Director ..... Jack Peet
Director of News ..... Dorothy Evans
Production Mgr. ..... Sally Martin
Publicity Director ..... Thomas Shafer
Film Manager ..... Lou Ganero
Chief Engineer ..... Robert Burket
Consulting Engineer ..... Kear & Kennedy

WKNY-TV

KINGSTON—1954—CBS-NBC-DuM

Channel: 66 UHF..AP: 11.5 Kw...VP: 21.4 Kw.
Owned-Oper. By ..... WKNY-TV Corp.
Business Address ..... 601 Broadway
Phone Number ..... Kingston 4500
Air Time ..... 5½ hours daily
Representative ..... Meeker
Membership ..... NARTB, BAB
President ..... Joseph K. Close
General Manager ..... Robert M. Peebles
Station Manager ..... Robert L. Sabin
Prog., Prod. Dir. ..... Robert Perry
Chief Engineer ..... Carl Egolf

WABC-TV

NEW YORK—1948—ABC

Channel: 7 VHF...AP: 40 Kw....VP: 80 Kw.
Owned-Oper. By American Bcstg.-Paramount Theaters, Inc.
Business Address ..... 7 W. 66th St.
Phone Number ..... SUsquehanna 7-5000
Air Time ..... 13 hours daily
News Service ..... INS
Representative ..... Petry
Vice-Pres., Gen. Mgr. ..... John H. Mitchell
Sales Mgr. ..... Trevor Adams
Film Director ..... Yale Roe
Program Director ..... Ardlen B. Rodner
Treasurer ..... Thomas Martinez
Sales Secretary ..... Mary A. Connell
Production Mgr. ..... Gordon Kunz

WABD

NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By ..... Allen B. Du Mont Laboratories, Inc.
Business Address ..... 515 Madison Ave.
Phone Number ..... MUrray Hill 8-2600

WPIX

The Nation's Greatest Sports Station!

EXCLUSIVE TELECASTS:

. . . All home games, N. Y. Yankees
. . . All home games, N. Y. Giants
. . . Madison Square Garden
Knicks Basketball
Rangers Hockey
International Horse Show
Westminster Kennel Club Dog Show

TOPS IN SPORTSCASTERS:

. . . Jimmy Powers, Mel Allen, Jim Woods, Russ Hodges, Bob Delaney, "Red" Barber, Frankie Frisch, Bud Palmer

For over five years, New Yorkers have been turning to Channel Eleven for the best in sports.

The Station of Champions

WPIX
ON TOP OF NEW YORK
11

Air Time.....13 hours daily
News Service .....INS
Membership .....NARTB
Director.....Ted Bergmann
Station Manager.....Norman Knight
Pgm., Prod. Dir.....James L. Caddigan
Chief Engineer.....Rodney D. Chipp
Publicity Director.....Gerald Lyons
Sales Prom. Mgr.....Norman S. Brett

WCBS-TV

NEW YORK—1941—CBS

Channel: 2 VHF..AP: 22 Kw...VP: 43 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time.....19 hours daily
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB
President (CBS Inc.).....Frank Stanton
President (CBS TV).....J. L. Van Volkenburg
General Manager.....Craig Lawrence
Asst. to Gen. Mgr.....Clarence Worden
Sales Manager.....George Dunham
Program Director.....Hal Hough
Promotion Manager.....Robert G. Patt
Asst. Prog. Dir., Prod. Mgr.....Dan Gallagher
Publicity Director.....Bob Fuller
Film Manager.....Wm. C. Lacey
Chief Engineer.....Robert G. Thompson

WNBT

NEW YORK—1941—NBC

Channel: 4....AP: 7.25 Kw.....VP: 14.5 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Air Time.....17 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership .....NARTB, BAB
President .....David Sarnoff
General Manager.....Hamilton Shea
Station Manager.....Ernest de la Ossa
Commercial Manager.....Jay Heitin
Program Director.....Richard Pack
Promotion Dir.....John Hurlbut
Operations Mgr.....Peter Affe
Publicity Dir.....Bob Blake
Mgr., Publicity Dept.....Wm. Anderson
Chief Engineer.....Alf Jackson

WOR-TV

NEW YORK—1949

Channel: 9.....AP: 44Kw.....VP: 88 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Air Time.....7 hours daily
News Service .....UP
Station Representative.....H-R Reps.
Membership .....NARTB
President.....Thomas F. O'Neil
V. P. In Charge.....Gordon Gray
Commercial Director.....Robert C. Mayo
Promotion Director.....Robert Sullivan
Dir. News & Spec. Events.....George Brown
Production Manager.....Ivan Reiner
Publicity Director.....Richard Jackson
Film Manager.....Milford Fenster
Chief Engineer.....Charles Singer

WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw...VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
Phone Number.....MU 2-6500
Air Time.....11 hours daily
News Service.....AP, UP
Newspaper Affiliation....N. Y. Daily News
Station Representative.....Free & Peters
Membership .....NARTB
President.....F. M. Flynn
V.P., Gen., Sta. Mgr.....F. M. Thrower
Operations Mgr.....L. Pope
Program Director.....Louis B. Ames
Director of News.....Walter Engels
Publicity Director.....L. A. Hollingsworth
Promotion Director.....M. Kraemer
Chief Engineer.....O. Freeman
Film Mgr.....Carol Levine
Consulting Engineer.....A. D. Ring

WHAM-TV

ROCHESTER—1949
ABC-NBC-DuM

Channel: 6 VHF..AP: 11.7 Kw...VP: 23.4 Kw.
Owned-Oper. By.....Stromberg Carlson Co.
Business Address.....201 Humboldt St.
Phone Number.....Culver 7240
Air Time.....17 hours daily
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
Vice-Pres., Gen. Mgr.....William Fay
Commercial Manager....John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Promotion, Pub. Dir.....Terry David
Director of News.....David E. Kessler
Production Mgr.....James Trayhern
Film Director.....David Manning
Chief Engineer.....Kenneth Gardner

WHEC-TV

ROCHESTER—1953—ABC-CBS

Channel: 10 VHF..AP: 5 Kw...VP: 10 Kw.
Owned-Oper. By.....WHEC, Inc.
Business Address.....40 Franklin St.
Phone Number.....Baker 6740
Air Time.....14 hours daily
News Service .....AP
Representative .....Everett-McKinney, Bolling
Membership .....NARTB, BAB
President .....Frank Gannett
General Mgr.....Glover DeLaney
Asst. Gen. Mgr.....Lowell H. MacMillan
Commercial Mgr.....LeMoine C. Wheeler
Program Director.....William J. Adams
Promotion Dir.....Ruth Bauer

In its 15th year—
and STILL GROWING!

from

16 KW

832 feet above

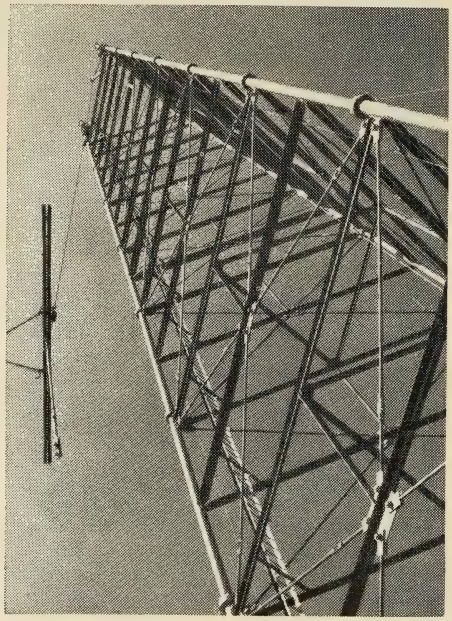
average terrain

channel 4

Very

High

Frequency



to

93 KW

1020 feet above

average terrain

channel 6

Very

High

Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.

WRGB
CHANNEL 6

The General Electric Station, Schenectady, N. Y.

Represented Nationally by NBC Spot Sales

Director of News.....Warren Doremus
Production Mgr.....Douglas Tillett
Film Manager.....James Reidenbach
Chief Engineer.....Bernard C. O'Brien

WVET-TV

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 20 Kw...VP: 40 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Phone Number.....Hamilton 4820
Representative .....Bolling
Pres., Gen. Mgr.....Ervin F. Lyke
Vice-Pres., Prog. Dir.....Paul C. Louther
Commercial Mgr.....Arthur Murrellwright
Operations Manager.....F. Chase Taylor
Chief Engineer.....Ray Jobes

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Phone Number.....Schenectady 7-2261
Air Time.....17½ hours daily
News Service .....UP
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
Vice-President.....Chester H. Lang
General Manager.....R. B. Hanna, Jr.
Station Manager.....R. W. Welpott
Commercial Mgr.....Robert F. Reid
Program Director.....Albert G Zink
Station Manager.....R. W. Welpott
Production Supervisor.....Merl Galusha
Promotion Dir.....James Cobb
Chief Engineer.....Willard J. Purcell

WTRI

SCHENECTADY—1954

Channel: 35 UHF..AP: 112 Kw...VP: 214 Kw.
Owned-Oper. By.....Van Curler Bcstg. Corp.
Business Address.....432 State St.
Phone Number 4-8008
Representative.....Headley-Reed
General Manager.....Richard B. Wheeler
Asst. Manager.....Paul L. Jacobson
Chief Engineer.....Albert Chismark

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number 74-5711
Air Time.....15½ hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....E. T. Meredith, Jr.
V.P., Gen. Mgr.....Paul Adanti
Commercial Mgr.....W. H. Bell
Promotion Director.....Robert G. Peel
Program Director.....Gordon J. Alderman
Chief Engineer.....Frank Spain

(*See Page* 894)

WSYR-TV

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number 3-7111
News. Affil...Post & Standard, Herald-Journal
News Service .....UP
Representative...Headley-Reed, Kettell-Carter
Membership .....NARTB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Dir. of Sales.....W. R. Alford, Jr.
Program Director.....William V. Rothrum
Prom., Pub. Dir.....Thomas McCollum
Dir. of News & Spec. Events.....Fred Hillegas
Production Manager.....James McDonald
Chief Engineer.....A. G. Belle Isle
Consulting Engineer..Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF.AP: 100 Kw..VP: 186.9 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number 3-0404
Air Time.....17 hours daily
News Service .....UP
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
General Manager.....Michael C. Fusco
Program Director.....Jack Fredericks
Promotion Director.....Martin Kovacs
Production Mgr.....Edwin Whittaker
Film Director.....Joseph Casaletta
Chief Engineer.....DeForest T. Layton, Jr.
Consulting Engineer.....George P. Adair

NORTH CAROLINA

TV HOMES 398,000

POPULATION 4,224,000

STATIONS IN STATE 9

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62.....AP: 13 Kw.....VP: 6 Kw.
Owned-Operated By.....WISE, Inc.
Address.....100 College St.
Representative .....Bolling
General Manager.....Harold H. Thoms

EVERYWHERE YOU GO THEY'RE WATCHING...

In Paris they're watching . . . in Texas, and Delhi, and in more than 250 similar communities in Central New York. Exotic place names notwithstanding, they're all good New York Staters, 2¼ million of them, but they've ridden the magic carpet of Channel 8, and they're all cosmopolitans, too.

(P. S. A little more worldly than their forebears, perhaps, but it's still good old American dollars that they spend. WHEN shows 'em what to buy . . . and where . . . and how!)

SYRACUSE NEW YORK

Commercial Mgr.....Loyd B. Leonard
Program Director.....Art Waller
Chief Engineer.....John Randolph

WAYS-TV

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF..AP: 12 Kw...VP: 24 Kw.
Owned-Oper. By.....Inter-City Advt. Co.
Business Address.....3229 South Blvd.
Phone Number 3-7173
Air Time.....5 hours daily
News Service .....UP
Representative .....Bolling
President.....George W. Dowdy
Gen., Sta. Mgr.....James P. Poston
Promotion Dir.....Don Matney
Chief Engineer.....B. C. Stewart
Consulting Engineer..Craven, Lohnes, Culver

WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Air Time.....15 hours daily
News Service.....UP, AP
Representative.....TV Spot Sales
Membership .....NARTB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Program Director.....Ken Tredwell
Commercial Manager...Wallace J. Jorgenson
Promotion Director.....J. R. Covington
Production Manager.....Sam Zurich
Publicity Director.....Nelson Benton
Film Manager.....Lacy Sellars
Chief Engineer.....Thomas E. Howard
Consulting Engineer.....A. D. Ring

WCOG-TV

GREENSBORO—1954

Channel: 57 UHF..AP: 59 Kw...VP: 115 Kw.
Owned-Oper. By.....Inter-City Advt. Co.
Business Address.....314 S. Greene St.
Phone Number 3-6925
Representative .....Bolling
General Manager.....Gilbert M. Hutchison
Commercial Mgr.....Jack Rimmer
Chief Engineer.....Joe Lamb

WFMY-TV

GREENSBORO—1948

Channel: 2 VHF..AP: 8.4 Kw...VP: 16.72 Kw
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number 4-0114
Air Time.....14½ hours daily
News Service.....UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership .....NARTB
Gen., Sta. Manager.....Gaines Kelley
Commercial Mgr.....Wm. S. Baskerville
Program Director.....Gomer R. Lesch
Film Manager.....Charles Seward
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Culver

WNCT

GREENVILLE—1953
ABC-CBS-NBC-DuM

Channel: 9 VHF..AP: 56 Kw...VP: 93 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address.....Box 898
Phone Number 6181
Air Time.....6¼ hours daily
News Service.....INS, UP
Representative .....Pearson
Membership .....NARTB
President.....Earl W. Westbrook
Gen., Sta. Mgr.....A. Hartwell Campbell
Commercial Mgr.....John G. Clark
Program Director.....Larry Carr
Director of News.....Bob Dupree
Production Mgr.....Tom Chick
Pub., Prom. Dir.....Ec Wall
Film Manager.....Malcolm Nicholson
Chief Engineer.....Hank Tribley

WNOA-TV

RALEIGH—1953
ABC-CBS-NBC-DuM

Channel: 28 UHF..AP: 8.8 Kw...VP: 17.5 Kw.
Owned-Ojer. Bq.....Sir Walter Television Co.
Business Address.....219 S. McDowell St.
Phone Number 2-0321
Air Time.....8 hours daily
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, BAB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....Earl Welde
Program Director.....Byron Davidson
Promotion Dir.....Hal Stanley
Film Manager.....Georget Peterson
Chief Engineer.....Pete Miller

WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF..AP: 21 Kw...VP: 40 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Phone Number.....5-2311
Air Time.....10 hours daily
Newspaper Affiliate...Wniston-Salem Journal ..& Twin City Sentinel .....
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB
President.....W. K. Hoyt
Ev. Vice-Pres., Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Director.....Robert C. Estes

North Carolina's FIRST *Post-Freeze* VHF!

WSJS Television CHANNEL 12

Winston-Salem

plus

Greensboro & High Point

"The Tar Heel Golden Triangle"

NBC

Interconnected Television Affiliate

National Representative: The Headley-Reed Co.

Operations Mgr. ..... Phil Hedrick
Film Manager ..... Carl Weigold
Consulting Engineer .. Craven, Lohnes & Culver

WTOB-TV

WINSTON-SALEM—1953
ABC-DuM

Channel: 26 UHF .. AP: 9 Kw. .. VP: 17.2 Kw.
Owned-Oper. By ... Winston-Salem Bcstg. Co.
Business Address ..... 300 South Stratford Rd.
Phone Number 3-4353
Air Time ..... 8 hours daily
News Service ..... AP, UP
Representative ..... H-R Television
Membership ..... NARTB
Pres., Comm. Mgr. ..... James W. Coan
Gen., Sta. Mgr. ..... John G. Johnson
Prog., Prod. Dir. ..... Tracy Lounsbury
Publicity Director ..... Avery Van Etten
Film Manager ..... Jack Wiggins
Chief Engineer ..... Hassell Bailey
Consulting Engineer ..... Frank Kear

NORTH DAKOTA

TV HOMES 13,500

POPULATION 626,000

STATIONS IN STATE 3

KFYR-TV

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF .. VP: 50 Kw. .. VP: 100 Kw.
Owned-Oper. By ..... Meyer Bcstg. Co.
Business Address ..... 202½ Fourth St.
Phone Number 468
Representative ..... Blair
Exec. V.-P., Gen. Mgr. ... Frank E. Fitzsimonds
Program Director ..... Cal Culver
Commercial Mgr. ..... Alvin Anderson
Chief Engineer ..... Ivar Nelson

WDAY-TV

FARGO—1953—NBC-CBS-DuM

Channel: 6 VHF .. AP: 33 Kw. .. VP: 66 Kw.
Owned-Oper. By ..... WDAY, Inc.
Business Address ..... 118 Broadway
Phone Number 5357
Representative ..... Free & Peters
President ..... E. C. Reineke
Manager ..... Tom Barnes

Asst. Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen
Production Dir.....Jack Gauritte
Chief Engineer.....Julius Hetland

KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 15 Kw...VP: 29.5 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....15-A West Central Ave.
Phone Number 51-161
Air Time.....9 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB, BAB
President.....John W. Boler
Sta., Comm. Mgr.....W. L. Hurley
Program Director.....Hal Kennedy
Promotion Directmor.....C. Putnam
Director of News.....W. H. Johnson
Production Mgr.....Arvid Johnson
Film Manager.....D. Lallathin
Chief Engineer.....Joseph Main
Consulting Engineer.....Lloyd R. Amoo

OHIO

TV HOMES 2,017,500

POPULATION 8,385,000

STATIONS IN STATE 20

WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw...VP: 18.2 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....First National Tower
Phone Number.....Hemlock 4-6151
Air Time.....5 hours daily
Newspaper Affiliation...Akron Beacon Journal
News Service .....AP
Representative .....Weed
Membership .....NARTB
Pres., Gen. Mgr.....S. Bernard Berk
Station Manager.....Roger G. Berk
Commercial Mgr.....Lowell E. Jackson

"New TV Capitol of the Midwest*"

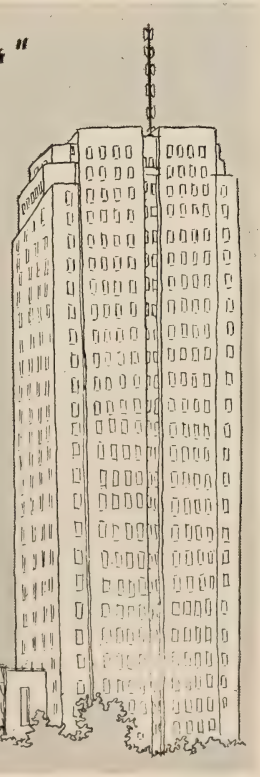
(*No idle boast — read copy below for proof positive)

KFYR-tv TELECASTING ON CHANNEL 5
BISMARCK, NO. DAK.

Telecasting from atop the State Capitol building, KFYR-TV delivers unrivalled coverage in the wealthy, Midwest farm belt—and throughout the heart of the oil-rich Williston Basin.

KFYR-TV guarantees a ready-made, responsive buying audience, built up through years of top-flight radio programming.

NBC • DUMONT • CBS



KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.
REPRESENTED NATIONALLY BY JOHN BLAIR

CLEVELAND'S FASTEST GROWING TELEVISION STATION

with

NEW HIGH TOWER

1,000 feet above average terrain . . . 684 feet above Terminal Tower

NEW HIGH POWER

Almost double effective radiated power

NEW HIGH ENTERTAINMENT

- TOP NETWORK SHOWS
- TOP LOCAL PERSONALITIES
- TOP SPORTS COVERAGE
- THE STATION FOR THE INDIANS-BROWNS

WXEL *Cleveland • Channel* **8**

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Owned and Operated by The Empire Coil Co.

Program Director.....Bloyce M. Wright
Promotion Director.....A. R. Cooper
Film Manager.....William Mavrides
Chief Engineer.....Irwin L. Knopp
Consulting Engineer.....Kear & Kennedy

WICA-TV

ASHTABULA—1953

Channel: 15 UHF..AP: 10 Kw...VP: 19 Kw.
Owned-Oper. By.....WICA, Inc.
Business Address.....Jefferson Road
Phone Number 32-126
Air Time.....3 hours daily
News Service .....UP
Representative .....Gill-Perna
President.....D. C. Rowley
General Manager.....John Colin
Business Manager.....Donald Fassett
Office Manager.....Jack Murray
Program Director.....John Strassen
Promotion Director.....Lawrence Geretty
Publicity Director.....Arlene Klamer
Film Manager.....Fred Baker
Chief Engineer.....Frank Barnato

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw...VP: 250 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CApital 0777
Air Time.....17½ hours daily
News Service .....UP
Newspaper Affiliation.....Scripps-Howard
Representative.....The Branham Co.
Membership .....NARTB
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Harry LeBrun
Program Director.....Ed Weston
Pub., Prom. Dir.....Richard Zavon
Flim Manager.....Sid Barger
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....17½ hours daily
News Service .....AP
Newspaper Affiliation .....Times-Star
Representative.....The Katz Agency, Inc.
Membership .....NARTB
President.....Herbert Taft, Jr.
General Manager.....U. A. Latham
Asst. Gen. Mgr.....Don L. Chapin
Pub. Dir.....Fred Thomas
Program Director.....Paul Shumate
Nat'l Sales Mgr.....Kenneth Church
Promotion Director.....Lila Lambert
Director of News.....George Palmer
Production Manager.....Bob Huber
Film Manager.....James S. Henkel
Comm., Prod. Mgr.....Barbara Hamrick
Chief Engineer.....George A. Wilson

WLW-T

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Representative.....WLW Sales
President.....R. E. Dunville
Dir. of TV Oper. & V.P.....John T. Murphy
Sales Manager.....John H. Bone
Promotion Dir.....Frederic Gregg
Chief Engineer.....R. J. Rockwell
Consulting Engineer.....Weldon & Carr

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Air Time.....16½ hours daily
News Service .....UP
Newspaper Affiliation.....Sripps-Howard
Representative .....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events..Donald L. Perris
Technical Director.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 1-0942
Air Time.....18½ hours daily
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership .....NARTB, BAB
General Manager.....Lloyd E. Yoder
Dir. of Sales.....Charles Philips
Program Manager.....Brooke Taylor
Dir. of News & Spec. Events.....Edward R. Wallace
Promotion Director.....Clement G. Scerback
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....William A. Howard

WXEL

CLEVELAND—1949
ABC-DuM

Channel: 8 VHF..AP: 22.5 Kw...VP: 45 Kw.
Owned-Oper. By.....Empire Coil Co., Inc.
Address.....1630 Euclid Ave.

WFMJ-TV's

1,000 Ft. Tower

Is a measure not only of its strength and importance to northeastern Ohio and western Pennsylvania but also its usefulness to advertisers.

WFMJ-TV and AM

Youngstown, Ohio

Phone Number.....TOwer 1-8989
Air Time.....16 hours daily
News Service.....UP, AP, INS
Representative .....Katz
Membership .....NARTB
President .....Herbert Mayer
Sta., Gen. Mgr.....Franklin C. Snyder
Publicity Director.....Barbara Snyder
Commercial Mgr.....R. C. Wright
Prog. Dir., Film Mgr.....Ben Wickham
Dir. of News.....Robert Rowley
Chief Engineer.....H. A. Brinkman
Consulting Engineer.....Benjamin Adler

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10....AP: 123 Kw.....VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....Fletcher 3538
Air Time.....16 hours daily
Newspaper Affiliation....Columbus Dispatch
News Service .....AP
Station Representative .....Blair
Membership .....NARTB
Dir. of Television.....Richard A. Borel
Program Director.....Jerome R. Reeves
Sales Director.....Robert D. Thomas
Promotion Director.....Barbara Haddox
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....John Haldi
Public Serv. Dir.....Charles S. Cady
Merchandising Dir.....Morton Sherman
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC

Channel: 4 VHF..AP: 13 Kw...VP: 26 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Air Time.....19 hours daily
News Service.....UP, INS
President.....Robert E. Dunville
Gen., Sta. Mgr.....James Leonard
Commercial Mgr.....James G. Burgess
Program Director.....Walter S. Jacobs
Promotion Director.....Donald H. Edgemon
Dir. of News & Spec. Events....David Nichols
Film Manager.....Nicholas Luppino
Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF..AP: 10.0 Kw...CP: 19.8 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address.....753 Harmon Ave.
Phone Number.....FLetcher 5801
Air Time.....13 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Sales Manager.....Edwin G. Richter, Jr.
Program Director.....William T. Wagner
Promotion Dir.....Beatrice Caldron
Director of News.....William Palmer
Film Manager.....Richard McKinney
Chief Engineer.....Marvin Ingerson

WHIO-TV

DAYTON—1949—ABC-CBS

Channel: 7.....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....45 S. Ludlow St.
Phone Number.....ADams 2261
Representative .....Hollingbery
President.....James M. Cox, Jr.
Managing Director.....J. Leonard Reinsch
General Manager.....Robert H. Moody
Asst. to Gen. Mgr.....Harvey R. Young, Jr.
Program Director.....Don R. Lyons
Chief Engineer.....Ernest L. Adams

WIFE

DAYTON—1953—ABC-DuM

Channel: 22 UHF..AP: 132 Kw...VP: 254 Kw.
Owned-Oper. By.....Skyland Bcstg. Corp.
Business Address.....380 West First St.
Phone Number.....Michigan 6501
Representative .....Headley-Reed
Pres., Gen. Mgr.....Ronald B. Woodyard
Nat. Sales Manager.....C. J. Thonrquest
Commercial Mgr.....Louis G. Froelich
Program Director.....Paul Kane
Chief Engineer.....Joseph P. Gill

WLW-D

DAYTON—1949—NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Phone Number.....Walnut 2101
Air Time.....17½ hours daily
News Service.....UP, INS
Representative....WLW Offices, New York, Chicago, Hollywood
Membership .....NARTB
Station Manager.....H. Peter Lasker
Commercial Manager.....Wm. J. Williamson
Program Manager.....Robert Head
Prom. Pub. Dir.....Dorothy A. Sanders
Dir. of News & Spec. Events...Omar Williams
Film Manager.....Mary Lou Myers
Production Manager.....Ray E. Brosseau
Chief Engineer.....Lester Sturgill

WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF..AP: 8.3 Kw...VP: 20 Kw.
Owned-Oper. By.....WIOK, Inc.
Business Address.....1424 Rice Ave.
Phone Number.....6-3411
News Service .....UP
Representative .....H-R

Membership ..... NARTB
President ..... L. A. Pixley
Exec. Vice-Pres. ..... Robert O. Runnerstrom
Natl. Sales Manager ..... Lawrence Webb
Program Director ..... William Huffman
Promotion Dir. ..... Peggy Miller
Director of News ..... Joe Rex
Chief Engineer ..... Darrel Hunter
Consulting Engineer .. Craven, Lohnes & Culver

WSTV-TV

STEUBENVILLE—1953—CBS

Channel: 9 VHF .. AP: 70 Kw. .. VP: 140 Kw.
Owned-Oper. By ..... WSTV, Inc.
Business Address ..... Exchange Realty Bldg.
Phone Number 2-6265
Representative ..... Avery-Knodel
Vice-Pres., Gen. Mgr ..... John J. Laux
Commercial Mgr ..... Joseph M. Troesch
Prod. Mgr. ..... Robert E. Holt
Prog. Dir. ..... Harry Birrell
Director of News ..... Scott McMurray
Chief Engineer ..... Charles Shepherd

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF .. AP: 12.3 Kw. .. VP: 24.5 Kw.
Owned-Oper. By ..... Storer Bdcstg. Co.
Business-Studio Address ..... 136 Huron St.
Phone Number ..... Adams 3175
Representative ..... Katz
Membership ..... TBA, NARTB, BAB
President ..... George B. Storer
Commercial Manager ..... W. F. Shannon
Gen., Sta. Mgr. ..... Allen L. Haid
Program Director ..... Al Ruhfel
Production Manager ..... John Saunders
Film Director ..... Elaine Phillips
Chief Engineer ..... William Stringfellow

WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 73 UHF .. AP: 89 Kw. .. VP: 175 Kw.
Owned-Operated By ... Vindicator Printing Co.
Address ..... 101 W. Boardman Street
Phone Number 3-4121
Newspaper Affil. .. The Youngstown Vindicator
Representative ..... Headley-Reed
Pres., Gen. Mgr. ..... William F. Maag, Jr.
Comm. Mgr. ..... Leonard E. Nasman
Program Director ..... Ronald Richards
Film Manager ..... Alan Suthmayd
Chief Engineer ..... Frank A. Dieringer

(*See Page* 900)

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS DuM

Channel: 27 UHF .. AP: 9.5 Kw. .. VP: 15.8 Kw.
Owned-Operated By ..... WKBN Bcstg. Co.
Address ..... 3930 Sunset Blvd.
Representative ..... Raymer
Station Manager ..... J. L. Bowden
Chief Engineer ..... B. T. Wilkens

WHIZ-TV

ZANESVILLE—1953 ABC-CBS-NBC-DuM

Channel: 50 UHF .. AP: 38 Kw. .. VP: 70.8 Kw.
Owned-Oper. By ..... Southeastern Ohio TV System
Business Address ..... Lind Arcade Bldg.
Phone Number 2-5431
Air Time ..... 8½ hours daily
News Service ..... UP
Representative ..... Pearson
Membership ..... NARTB, BAB
President ..... Clay Littick
Gen., Sta. Mgr. ..... Vernon A. Nolte
Comm. Mgr. ..... Nate Miller
Program Director ..... Robert D. Maley
Promotion Dir. ..... Robert Cromwell
Director of News ..... Allan Land
Production Dir. ..... Edward Fisher
Chief Engineer ..... William A. Hunt
Consulting Engineer .. Craven, Lohnes & Culver

OKLAHOMA

TV HOMES 320,000

POPULATION 2,280,000

STATIONS IN STATE 7

KSWO-TV

LAWTON—1953

Channel: 7 VHF .. AP: 4.8 Kw. .. VP: 9.6 Kw.
Owned-Operated By Oklahoma Quality Bcstg. Co.
Address ..... P. O. Box 1385
Representative ..... Everett-McKinney
Phone Number 7777
Air Time ..... 9 hours daily
News Service ..... UP
Membership ..... NARTB
President ..... R. H. Drewry
Gen., Sta. Mgr. ..... Paul N. Goode
Commercial Mgr. ..... L. W. Ozier, Jr.
Program Director ..... Henry Mattison
Promotion Dir. ..... Bevery Whitener
Director of News ..... William McReynolds
Production Mgr. ..... B. J. Wheatley
Film Manager ..... W. J. Evans
Chief Engineer ..... Willard Cochran
Consulting Engineer ..... William Buford

KMPT

OKLAHOMA CITY—1953—DuM

Channel: 19 UHF .. AP: 89 Kw. .. VP: 178 Kw.

Owned-Oper. By.....KLPR Television Inc.
Business Address.....128 W. Commerce
Phone Number.....Central 2-1341
Air Time.....8 hours daily
News Service .....UP
Representative .....Bolling
Membership .....NARTB
General Manager.....Fred Farha
Program Director.....Douglas Carruth
Director of News.....Grant Ladd
Film Manager.....Phyllis Lewis
Chief Engineer.....Jacob A. Davis

KTVQ

OKLAHOMA CITY—1953—ABC-CBS

Channel: 25 UHF..AP: 141 Kw...VP: 275 Kw.
OwnedOper. By.....Republic TV & Radio Co.
Business Address.....Northwest Station
Phone Number.....Jackson 8-4151
Air Time.....8½ hours daily
News Service .....AP
Representative .....H-R
President .....John Esau
Gen., Sta. Mgr.....J. Harry Abbott
Commercial Mgr.....Raymond Ruff
Prog., Prom. Dir.....Bill Sadler
Director of News.....Jack Sherman
Film Manager.....Wayne Taylor
Chief Engineer.....Harold L. Coomes
Consulting Engineer.....Vandivere, Cohen, Wearm

KWTV

OKLAHOMA CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Phone Number.....Victor 3-6641
Representative .....Avery-Knodel
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Film Manager.....David Hunt
Director of News.....Bruce Palmer
Program Director.....Russ Severin
Chief Engineer.....Morris W. Thomas

WKY-TV

OKLAHOMA CITY—1949
ABC-NBC

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time.....17½ hours daily
News Service.....AP, UP
News. Affil.....Oklahoman, Times
Representative .....Katz
Membership .....NARTB
President.....E. K. Gaylord
Manager.....P. A. Sugg
Asst. Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director.....Dallas Wyant
Dir. of News & Spec. Events.....Grant Foster
Production Manager.....Robert Doty
Adm. Assistant.....Eugene B. Dodson
Natl. Sales Director.....Kieth Mathers
Chief Engineer.....H. J. Lovell
Consulting Engineer.....A. D. Ring Co.

KCEB

TULSA—1953—NBC

Channel: 23 UHF..AP: 95 Kw...VP: 180 Kw.
Owned-Oper. By.....Elfred Beck
Business Address....1606 Natl. Bank of Tulsa
Phone Number 4-4044
Representative .....Bolling
Membership .....NARTB
President .....Elfred Beck
General Manager.....N. Ray Kelly
Asst. to Manager.....Valeria O'Neal
Commercial Mgr.....John Howley
Program Director.....William G. McLaren
Chief Engineer.....Richard W. Pickard
Consulting Engineer.....George Davis

KOTV

TULSA—1949
CBS-NBC

Channel: 6....AP: 60.3 Kw.....VP: 100 Kw.
Owned-Oper. By.....Wrather-Alvarez, Inc.
Business Address.....302 S. Frankfort St.
Phone Number 2-9233
Station Representative .....Petry
President.....Jack D. Wrather, Jr.
Gen., Sta. Manager.....Maria Helen Alvarez
Commercial Manager.....John B. Hill
Program Director.....Don Thompson
Asst. Gen. Mgr.....Robert Freeland
Chief Engineer.....George Jacobs

OREGON

TV HOMES 187,000

POPULATION 1,854,000

STATIONS IN STATE 4

KBES-TV

MEDFORD—1953
CBS-ABC-NBC-DuM

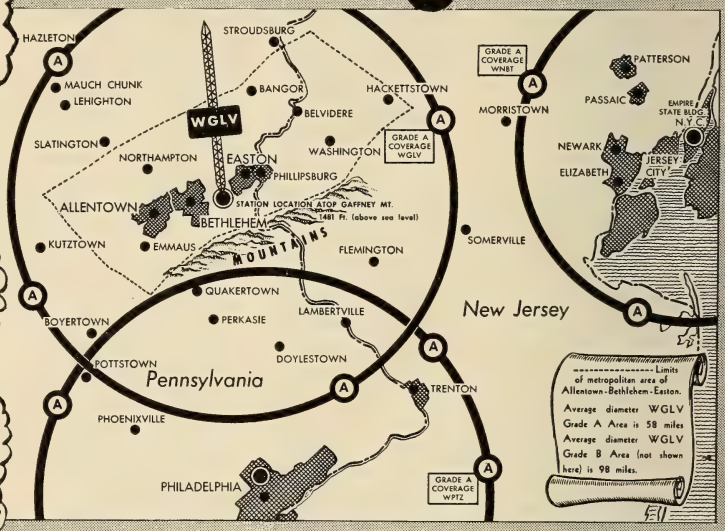
Channel: 5 VHF..AP: 15.8 Kw...VP: 28.9 Kw.
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....Box 1189
Phone Number.....Gold Hill 5-9333
Representative .....Blair
President .....Amos Voorhies
Vice-Pres., Sta. Mgr.....Ed A. Malone
Vice-Pres., Business Mgr.....Everett A. Faber
General Manager.....William B. Smullin
Advertising Manager.....John Burr

HOW! ONLY 1 TV STATION

Blankets the ENTIRE GREATER LEHIGH VALLEY AREA

PENNSYLVANIA'S 3RD MARKET

W G L V



"This map shows Grade A, or reliable coverage areas as published by strongest stations in New York, Philadelphia, and Allentown-Bethlehem-Easton area (44th market in U.S.)"

CHANNEL 57
100,000 WATTS
AT 1481 FEET

ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT

POPULATION	RETAIL SALES	AVG. FAMILY INCOME
A —566,197	A —$722,426,000	A—$5,725
A & B—3,069,700	A & B—$4,750,326,000	B—$5,622

45% of the TV homes in the Allentown-Bethlehem-Easton area have converted to UHF in the past four months. This is proven by the monthly set count by Palmer & Company, certified public accountants, based upon receivers sold or converted by regular TV dealers.

*UHF SETS IN USE

July 1, 1953	3,000 est.
October 1, 1953	41,343
November 15, 1953	51,944
January 1, 1954	65,098
February 1, 1954	72,340

*Allentown-Bethlehem-Easton area, representing only 40% of the WGLV primary coverage area.

WGLV (Television) and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co., Easton, Pa.
J. L. Stackhouse, President
Richard W. Hubbell, Assistant to the President in charge of Television and Radio.

Represented by Headley-Reed TV

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • ATLANTA • PHILADELPHIA

KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF...AP: 28 Kw....VP: 56 Kw.
Owned-Oper. By..Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Phone Number.....Atwater 6412
Representative .....Avery-Knodel
President .....Ted Gamble
Vice-Pres., Manag. Dir.....C. Howard Lane
Program Director.....Ted W. Cooke
Film Director.....Ted M. Williams
Production Mgr.....Roy Rector
Film Director.....T. M. Williams
Chief Engineer.....Louis Bookwalter

KPTV

PORTLAND—1952—CBS-DuM NBC

Channel: 27 UHF...AP: 44 Kw....VP: 88 Kw.
Address.....735 S.W. 20th Pl.
Owned-Operated By.....Empire Coil Co.
Representative.....NBC Spot Sales
President .....Herb Mayer
Commercial Mgr.....Charles White
Chief Engineer.....Wm. McAlister
Program Manager.....Eugene Ragle

KPIC

SALEM—1954

Channel: 24 UHF..AP: 8.87 Kw...VP: 16.4 Kw.
Owned-Oper. By.....Lawrence A. Harvey
Business Address.....321 S. Beverly Dr., Beverly Hills, Calif.
President.....Lawrence A. Harvey
Vice-President .....Joseph Brenner
Chief Engineer.....Harold W. Jury

PENNSYLVANIA

TV HOMES 2,375,000

POPULATION 11,223,000

STATIONS IN STATE 28

WFBG-TV

ALTOONA—1953—NBC-ABC-DuM

Channel: 10 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Operated By.....The Gable Co.
Address .....Gable Arcade
Representative .....H-R Reps
President.....G. P. Gable
General Manager.....Jack Snyder
Film Manager.....B. Harley Shook
Consulting Engineers
Craven, Lohnes & Culver

WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF..AP: 2.24 Kw...VP: 2.24 Kw.
Owned-Oper. By.....Associated Bcstrs. Inc.
Business Address.....801 Hamilton St.
Phone Number.....Hemlock 4-6278
Air Time.....9 hours
News Service .....UP
Representative .....Meeker
Membership .....NARTB
General Manager.....Clair R. McCollough
Station Manager.....Thomas R. Nunan, Jr.
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Richard Getz
Chief Engineer.....J. E. Mathiot

WCHA-TV

CHAMBURSBURG—1953—CBS-DuM

Channel: 46 UHF..AP: 10.5 Kw...VP: 21 Kw.
Owned-Oper. By....Chambersburg Bcstg. Co.
Business Address.....Craft Press Bldg.
Phone Number 1110
Air Time.....7 hours daily
News Service .....AP
Representative .....Forjoe
Membership .....NARTB
Gen., Sta. Mgr.....John S. Booth
Commercial Mgr.....Richard J. Koba
Program Director.....Allan Saunders
Film Manager.....Robert Glessner
Chief Engineer.....James McCurdey

WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF.AP: 49.89 Kw..AP: 100 Kw.
Owned-Oper. By.....Easton Publishing Co.
Business Address.....30 N. 4th St.
Phone Number 3-8371
Representative .....Headley-Reed
President.....J. L. Stackhouse
General Manager.....Richard W. Hubbell
Business Manager.....Nelson Rounsley
Sales Manager.....Nevin S. Paskow
Program Manager.....Alice O'Hare
Promotion Mgr.....William H. Youry
Film Manager.....Percy E. DeWitt
Chief Engineer.....Charles R. Thon

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By.....Dispatch Incorporated
Bus.-Trans. Address.....3515 State St.
Phone Number 4-5021
Air Time.....18 hours daily
Representative .....Petry
President .....Edward Lamb
General Manager.....Ben McLaughlin
Program Director.....Dan Lick
Film Director.....John W. Cook
Commercial Mgr.....Karl Nelson
Prom. Dir.....Jack Schumacher
Chief Engineer.....Michael Csop

WCMB-TV

HARRISBURG—1954

Channel: 27 UHF..AP: 49.5 Kw...VP: 98.9
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....230 Court St.
Phone Number 4-3005
News Service .....INS
Representative .....Cooke
Membership .....NARTB
President.....Edgar T. Shepard, Jr.
General Manager.....Ed K. Smith
Commercial Mgr.....Rudolph O. Marcoux
Chief Engineer.....J. Howard Bair
Consulting Engineer.....Frank McIntosh

WHP-TV

HARRISBURG—1953—CBS

Channel: 55 UHF..AP: 126 Kw...VP: 253 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Phone Number 4-3211
Air Time.....9½ hours daily
News Service .....UP
Representative .....Bolling
General Manager.....A. K. Redmond
Program Director.....Dick Redmond
Promotion Dir.....Beatrice Potteiger
Director of News.....Joseph Harper
Production Mgr.....Edgar Gault
Publicity Director.....Frank Noto
Film Manager.....Charles Baddorf, Jr.
Chief Engineer.....E. Daniel Leibensperger

WTPA

HARRISBURG—1953—NBC

Channel: 71 UHF..AP: 9.3 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Harrisburg Bcstrs. Inc.
Business Address.....3235 Hoffman St.
Phone Number.....Harrishburg 8-7171
Air Time.....15½ hours daily
Newspaper Affiliation.....Patriot-News
News Service .....UP
Membership .....NARTB
President .....Donald Newhouse
Gen., Sta. Mgr.....David J. Bennett
Commercial Mgr.....Alan Solada
Program Director.....Donald D. Wear
Promotion Mgr.....Gladys Swift
Director of News.....Roy Nassau
Production Mgr.....“Mac” McCauley
Film Manager.....Edward J. McGinnis
Chief Engineer.....Paul Gross
Consulting Engineer..Craven, Lohnes & Culver

BEST BUY in Southwestern Pennsylvania

WJAC-TV JOHNSTOWN

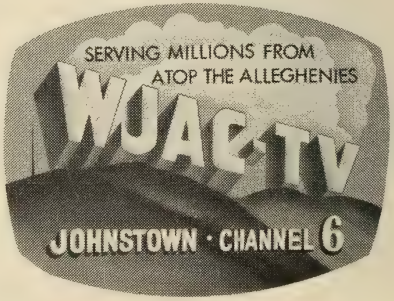
3 Market Coverage for the Price of 1!

YOUR BUDGET GETS A BREAK, and your sales coverage a real bonus, when you choose WJAC-TV in Johnstown. Based on latest Hooper standings, WJAC-TV proves its audience appeal, not only in the Greater Johnstown Market, but in Pittsburgh and Altoona as well! One buy covers three . . . when you use WJAC-TV!

1st in Johnstown

2nd in Pittsburgh

1st in Altoona



Get full details from your KATZ man!

WARD-TV

JOHNSTOWN—1953—CBS-DuM ABC

Channel: 56 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....First Natl. Bank Bldg.
Phone Number 81-216
Representative .....Weed
General Manager.....Robert R. Nelson
Chief Engineer.....Millard Coleman

WJAC-TV

JOHNSTOWN—1949 ABC-CBS-NBC-DuM

Channel: 6 VHF...AP: 35 Kw....VP: 70 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 9-1965
Air Time.....14½ hours daily
Newspaper Affiliation..The Johnstown Tribune
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Sales Manager.....John H. Hepburn
Prog. Dir., Film Mgr.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
Consulting Engineer .....McNary

WGAL-TV

LANCASTER—1949 ABC-CBS-NBC-DuM

Channel: 8 VHF...AP: 7.2 Kw....VP: 3.6 Kw.
Owned-Operated By.....WGAL, Inc.
Business-Transmitter Address..24 S. Queen St.
Phone Number 5246
Studio Address.....24 S. Queen St.
Air Time.....116 hours weekly
News Service .....UP
Representative .....Meeker
Membership .....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiot

WLBR-TV

LEBANON—1953

Channel: 15 UHF..AP: 69.2 Kw...VP: 129 Kw.
Owned-Oper. By....Lebanon Television Corp.
Business Address.....8th & Cumberland Sts.
Phone Number 2-4646
Air Time.....6 hours daily
Newspaper Affiliation...Lebanon Daily News
News Service .....UP
Representative .....Pearson
Membership .....NARTB
President.....Lester P. Etter
Station Manager.....Arthur H. Simmers
Program Director.....Arthur H. Simmers
Commercial Mgr.....Phillip J. Reilly
Promotion Dir.....Jack Schropp
Director of News.....Hy White
Film Manager.....Gene Dyssinger
Public Service.....Henry Homan
Chief Engineer.....Leonard Savage
Consulting Engineer.....A. D. Ring

WKST-TV

NEW CASTLE—1953—DuM

Channel: 45 UHF..AP: 10.5 Kw...VP: 20.8 Kw.
Owned-Oper. By.....WKST, Inc.
Business Address.....Cathedral Bldg.
Phone Number.....Oliver 4-5501
Air Time.....3 hours daily
News Service .....UP
Representative.....Everett-McKinney, Inc.
Pres., Gen. Mgr.....S. W. Townsend
Sta., Comm. Mgr.....Art Graham
Program Director.....Harry Reith
Promotion Dir.....Al Francis
Director of News.....Crory Pitzer
Chief Engineer.....Donald Dout

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF...AP: 14 Kw....VP: 25 Kw.
Owned-Operated By.....WCAU, Inc.
Address.....City Ave. & Monument Ave.
Phone Number.....GR 7-8300
Air Time.....16 hours daily
Newspaper Affiliation..The Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Pres., Gen. Mgr.....Donald W. Thornburgh
V.P., Asst. Gen. Mgr.....Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Commercial Manager.....Robt. McGredy
Program Director.....John McClay
V.P. & Prom. & Pub. Dir.....Robert N. Pryor
Dir. News & Spec. Events.....Charles Shaw
Production Manager.....Richard Schlegle
V.P. & Technical Diector.....John G. Leitch

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Phone Number.....Evergreen 2-4700
Air Time.....16 hours daily
Newspaper Affiliation...Philadelphia Inquirer
News Service .....UP
Representative .....Katz
Membership .....NARTB
General Manager.....Roger W. Clipp
Commercial Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Director.....Joe Zimmermann
Director of News.....Charles Harrison
Publicity Director.....John Hyland
Film Manager.....Ralph Goldstein
Chief Engineer.....Henry Rhea

2

will get you SIX in PITTSBURGH

Want to capture the nation's sixth largest metropolitan market? Then tune your sales to WDTV—Channel 2—in Pittsburgh! Every day in over 800,000 homes in the Pittsburgh district, your customers are tuned to Channel 2. They prefer WDTV with programs geared to Pittsburgh people, Pittsburgh habits and tastes. Use Du Mont's WDTV, Pittsburgh's first television station —*and you'll sell Pittsburgh!*

Pittsburgh's *First* Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

***Owned and Operated by* ALLEN B. DU MONT LABORATORIES, INC.**

HAROLD C. LUND, *General Manager*

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By..Westinghouse Radio Sta. Inc.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-5500
Air Time.....19 hours daily
News Service .....UP, INS
Station Representative.....Free & Peters
Membership .....NARTB
Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Program Manager.....Stan Lee Broza
Pub., Prom. Dir.....John J. Kelly
Chief Engineer.....Raymond J. Bowley

WDTV

PITTSBURGH—1949
ABC-CBS-NBC-DuM

Channel: 2.....AP: 8.3 Kw.....VP: 16.6 Kw.
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....Chamber of Commerce Bldg.
Phone Number.....Express 1-3000
Air Time.....19 hours daily
News Service .....UP
Representative .....DuMont Network
Membership .....NARTB
President.....Dr. Allen B. Du Mont
Gen. Mgr.....Harold C. Lund
Sales Dir.....Geo ge Baren Bregge
Publ. Dir.....Dick Fortune
Program Manager.....Byron H. Dowty
Director of News.....Bill Burns
Film Manager.....Richard Dreyfuss
Chief Engineer.....Raymond Rodgers

WENS

PITTSBURGH—1953—ABC

Channel: 16 UHF..AP: 106 Kw...VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Business Address.....947 Aliver Bldg.
Phone Number.....Atlantic 1-4300
Air Time.....9 hours daily
News Service.....INS, UP
Representative .....Petry
Membership .....NARTB
President.....Thomas P. Johnson
Managing Director.....A. Donovan Faust
General Manager.....Larry H. Israel
Commercial Mgr.....Donald Menard
Program Director.....David C. Murray
Director of News.....Dan Mallinger
Production Mgr.....Thomas Borden
Publicity Director.....Peter Thornton
Film Manager.....Jay Gould
Chief Engineer.....Fred M. Eames, Jr.

WKJF-TV

PITTSBURGH—1953—NBC

Channel: 53 UHF.AP: 11.59 Kw..VP: 19.28 Kw.
Owned-Oper. By.....Agnes J. Reeves Greer
Business Address.....1715 Grandview Ave.
Phone Number.....Hubbard 1-2626
Air Time.....14 hours daily
Newspaper Affiliation.....Dominion News & Morgantown Post
News Service .....UP
Representative .....Weed
Membership .....NARTB
Owner.....Agnes J. Reeves Greer
Gen., Sta. Mgr.....F. G. Raese
Commercial Mgr.....Joseph Jenkins
Promotion Dir.....Harold Stark
Director of News.....Harrison Eagles
Production Mgr.....John Ziegler
Film Manager.....Donald Redinger
Chief Engineer.....Peter E. Pappas

WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF..AP: 87 Kw...VP: 167 Kw.
Owned-Oper. By.....Hawley Bcstg. Co.
Business Address.....433 Penn St.
Phone Number 6-7335
Air Time.....10½ hours daily
Newspaper Affiliation.....Eagle-Times
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB, BAB
President .....Hawley Quier
Vice-Pres., Gen. Mgr.....Thomas E. Martin
Asst. Manager.....K. Richard Creitz
Program Director.....George Carroll
Promotion Dir.....Jeanne Thompson
TV Sales Director.....Ewart M. Blain
Production Mgr.....Roy V. Swinamer
Film Manager.....Daniel W. Shields
Chief Engineer.....David J. Miller Jr.

WHUM-TV

READING—1953

Channel: 61 UHF..AP: 135 Kw...VP: 260 Kw.
Owned-Oper. By.....Eastern Radio Corp.
Address .....Skyline Drive
Phone Number 4-4805
Air Time.....14 hours daily
News Service .....INS, AP
Representative.....H R Television, Inc.
Pres., Gen. Mgr.....Humboldt J. Greig
Program Director.....Howard Davis
Film Manager.....Alan Lane
Dir. of News & Spec. Events.....John Deegan
Production Mgr.....Robert Bostian
Sales Manager.....Frank Elliott
Chief Engineer.....Louis E. Littlejohn

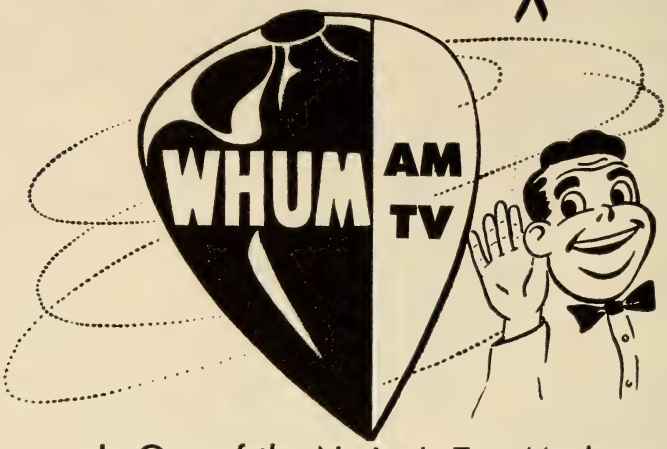
(*See Page* 910)

WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF..AP: 152 Kw...VP: 256 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
Phone Number.....Diamond 3-245
Air Time.....8½ hours daily
News Service .....UP

We've Got Reading WHUMming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV
CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

Representative ..... Hollingbery
Membership ..... BAB
President ..... Martin F. Memolo
Gen., Sta. Mgr. ..... William M. Dawson
Commercial Mgr. ..... Sam M. Feigenbaum
Program Director ..... Joseph Salsburg
Promotion Dir. ..... Donald S. Preven
Director of News ..... John Von Bergen
Chief Engineer ..... Roswell J. Parker
Consulting Engineer ..... Jansky & Baily

WGBI-TV

SCRANTON—1953—CBS

Channel: 22 UHF..AP: 114 Kw...VP: 215 Kw.
Owned-Oper. By ..... Scranton Bcstrs. Inc.
Business Address ..... 1000 Wyoming Ave.
Phone Number 2-0296
Air Time ..... 8½ hours daily
News Service ..... AP
Representative ..... Blair
President ..... M. E. Megargee
General Manager ..... George D. Coleman
Station Manager ..... R. E. McDowell
Promotion Dir. ..... Douglas Holcomb
Chief Engineer ..... K. R. Cooke
Consulting Engineer ..... George C. Davis

WTVU

SCRANTON—1953

Owned-Oper. By ..... Appalachian Co.
Channel: 73 UHF.AP: 8.42 Kw..VP: 12.84 Kw.
Business Address ..... First Natl. Bank Bldg.
Representative ..... Everett-McKinney
Phone Number 7-3334
Exec. Vice-President ..... Charles W. Stone
General Manager ..... Jan King
Sales Manager ..... John E. Karabin
Chief Engineer ..... Chas. F. Halle

WBRE-TV

WILKES-BARRE—1953—NBC

Channel: 28 UHF..AP: 500 Kw...VP: 1000 Kw.
Owned-Operated By ..... Louis G. Baltimore
Address ..... 62 S. Franklin St.
Representative ..... Headley-Reed
Owner ..... L. G. Baltimore
General Manager ..... David Baltimore
Program Director ..... F. D. Coslett
Chief Engineer ..... Franklin D. Coslett

WILK-TV

WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF..AP: 87 Kw...VP: 170 Kw.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address ..... 88 North Franklin St.
Phone Number 4-4666
Representative ..... Avery-Knodel Inc.
Exec. Vice-President ..... Roy E. Morgan
General Manager ..... Thomas P. Shelburne
Sales Manager ..... Malcolm Dale
Program Director ..... Hal Berg
Director of News ..... Thomas Bigler
Film Manager ..... Francis Lee
Chief Engineer ..... Theodore French

WNOW-TV

YORK—1953—DuM

Channel: 49 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.... Broadcast Division, Helm Coal Co.
Business Address ..... 25 So. Duke St.
Phone Number 27-821
Air Time ..... 10 hours daily
News Service ..... AP
Representative ..... Hollingbery
Membership ..... NARTB, BAB
General Manager ..... Lowell W. Williams
Commercial Mgr. ..... John O. Border
Program Director ..... William Whitaker
Promotion Dir. ..... Ed Schwalm
Director of News ..... Wilbur Groff
Production Mgr. ..... Richard Gillespie
Film Manager ..... John Clouser
Chief Engineer ..... Glen Winter
Consulting Engineer ..... John H. Mullaney

WSBA-TV

YORK—1952—ABC

Channel: 43 UHF..AP: 86 Kw...VP: 170 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address ..... 53 N. Duke St.
Representative ..... Radio-TV Reps
President ..... Louis J. Appell, Jr.
Program Director ..... Fred Shaffer
Sales Manager ..... Philip Eberly
Director of News ..... O. B. Morse
Film Manager ..... Tom Miller
Chief Engineer ..... Llewellyn Jones
Consulting Engineer ..... George C. Davis

RHODE ISLAND

TV HOMES 230,000

POPULATION 816,000

STATIONS IN STATE 2

WJAR-TV

PROVIDENCE—1949
ABC-NBC-DuM

Channel: 10....AP: 113 Kw.....VP: 225 Kw.
Owned-Operated By ..... The Outlet Co.
Business-Studio Address.... 176 Weybosset St.
Phone Number ..... Gaspee 1-8255
Air Time ..... 120 hours weekly
News Service ..... AP, INS
Representative ..... Weed
Membership ..... NARTB, BAB
Program Manager ..... Seymour Horowitz
Gen., Comm. Mgr. ..... Norman Gittleson

Production Coordinator.....Manning Tesser
Film Director.....William Cooper
Chief Engineer.....Thomas C. J. Prior

WNET

PROVIDENCE—1953—ABC-DuM

Channel: 16 UHF..AP: 11 Kw...VP: 22 Kw.
Owned-Oper. By..Channel 16 of Rhode Island, Inc.
Business Address.....Box 1533
Phone Number.....Union 1-3100
News Service .....UP
Representative .....Raymer, Bannan
President.....Harold C. Arcaro
Vice-Pres., Gen. Mgr.....John R. Porterfield
Promotion Dir.....Violette B. Marks
Film Manager.....Robert Dykeman
Chief Engineer.....Herbert F. Evans
Consulting Engineer.....George C. Davis

SOUTH CAROLINA

TV HOMES 195,000

POPULATION 2,181,000

STATIONS IN STATE 7

WAIM-TV

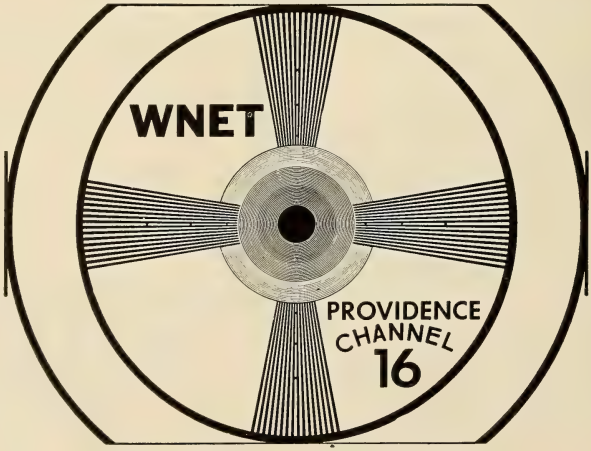
ANDERSON—1953—CBS

Channel: 40 UHF..AP: 8.3 Kw...VP: 16.6 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....Box 806
Phone Number 3800
Representative .....Burn-Smith, Dora-Clayton
General Manager.....Glenn P. Warnock
Sales Manager.....Adam C. Welborn
Production Dir.....Jimmy Scribner
Chief Engineer.....John Willis

WCSC-TV

CHARLESTON
ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 15.5 Kw...VP: 31 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Phone Number 3-8371
Air Time.....9 hours daily
News Service .....UP
Representative.....Free & Peters
President.....John M. Rivers
Station Manager.....Roland Weeks
Commercial Mgr.....Ralph Thornley
Program Director.....Russell D. Long
Promotion Dir.....Alma D. Davis
Director of News.....Harry Gianaris
Production Mgr.....Charlie Hall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Wilbur R. Albee



SERVING THE NATION'S 14th MARKET AREA

WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF..AP: 7.9 Kw...VP: 15.7 Kw.
Owned-Oper. By.....Radio Columbia, Inc.
Business Address.....Cornel Arms Bldg.
Phone Number 2-2177
Air Time.....9 hours daily
News Service .....AP
Representative .....Headley-Reed
President.....Charles W. Pittman
Station Director.....Stewart Spencer
Program Director.....Blair McKenzie
Commercial Mgr.....Law Epps
Chief Engineer.....Robert Lambert
Consulting Engineer.....George C. Davis

WIS-TV

COLUMBIA—1953—NBC

Channel: 10 VHF..AP: 53 Kw...VP: 106 Kw.
Owned-Oper. By.....WIS-TV Corp.
Business Address.....1111 Bull St.
Phone Number 3-8356
Air Time.....8½ hours daily
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB
President.....G. Richard Shafto
Managing Director.....Charles A. Batson
Commercial Mgr.....Thomas F. Daisley
Program Director.....Adrian Munzell
Promotion Director.....Grenville Seibels
Production Mgr.....Dixon Lovvorn
Publicity Director.....James Jackson
Film Manager.....Robert Donly
Chief Engineer.....Herbert G. Eidson, Jr.

WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF..AP: 47 Kw...VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....Box 5307
Phone Number 3-9401
Representative .....Raymer
General Manager....H. Moody McElveen, Jr.
Natl. Sales Manager.....W. C. Bochman
Program Manager.....David M. Campbell
Chief Engineer.....Donald E. Willoughby

WFBC-TV

GREENVILLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....19 E. North St.
Phone Number 5-9653
Representative .....Weed
General Manager.....Beverly T. Whitmire
Asst. Manager.....Norvin C. Duncan
Program Director.....Frank Opra
Production Dir.....Col. L. J. I. Barrett
Sales Manager.....Robert Q. Glass, Jr.

WGVL

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF..AP: 8.51 Kw...VP: 17 Kw.
Owned-Oper. By....Greenville Television Co.
Business Address.....Box 2344
Phone Number 5-0471
Air Time.....9 hours daily
News Service .....AP
Representative .....H-R, Ayers
President.....Edgar M. Norris
General Manager.....Ben K. McKinnon
Prog., Prod. Mgr.....Ben Greer
Prom., Pub. Dir.....L. Herbert Porter
Film Manager.....Bill Banner
Chief Engineer.....Emil A. Sellars

SOUTH DAKOTA

TV HOMES 18,500

POPULATION 666,000

STATIONS IN STATE 1

KELO-TV

SIOUX FALLS—1953—ABC-CBS NBC

Channel: 11 VHF..AP: 33 Kw...VP: 55 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Phone Number 4-5841
Representative .....Raymer
President .....Joe Floyd
General Manager.....Evans A. Nord
Production Mgr.....Dane Dedrick
Chief Engineer.....Les Froke

TENNESSEE

TV HOMES 391,000

POPULATION 3,424,000

STATIONS IN STATE 7

WJHL-TV

JOHNSON CITY—1953 ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By.....WJHL, Inc.

Business Address.....145 W. Main St.
Phone Number 2780
News Service .....UP
Representative .....Pearson
President.....W. H. Lancaster, Sr.
Gen., Sta. Mgr.....W. H. Lancaster, Jr.
Program Director.....Walter Heeb
Promotion Dir.....William Shell
Director of News.....Michael Blancard
Production Mgr.....Miss Pat Smithdeal
Chief Engineer.....O. K. Garland

WROL-TV

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF..AP: 4.1 Kw...VP: 8.2 Kw.
Owned-Oper. By..Mountcastle Bcstg. Co., Inc.
Business Address.....612 S. Gay St.
Phone Number 2-7111
News Service .....UP
Representative .....Avery-Knodel
President.....Paul Mountcastle, Sr.
Gen., Comm. Mgr.....W. H. Linebaugh
Program Director.....John H. Reese
Prom., Pub. Dir.....H. W. Hudson
Production Mgr.....Bill Hubbard
Chief Engineer.....Fred M. Andrews

WTSK-TV

KNOXVILLE—1953—CBS-DuM

DuM

Channel: 26 UHF..AP: 10.5 Kw...VP: 21 Kw.
Owned-Oper. By.....Television Services of Knoxville
Phone Number 5-2113
Business Address.....530 S. Gay St.
Representative .....Pearson
Vice-Pres., Gen. Mgr.....Harold B. Rothbrock
Production Mgr.....Jay Miller
Program, Film Mgr.....Jerry Danziger
Commercial Mgr.....Guy L. Smith III
Publicity Director.....Marie Hogan
Chief Engineer.....Joy Broyles

WHBQ-TV

MEMPHIS—1953—CBS

Channel: 13 VHF..AP: 60 Kw...VP: 120 Kw.
Owned-Oper. By.....Harding College
Business Address.....Hotel Chisca
Phone Number 5-0825
Air Time.....15 hours daily
News Service .....UP
Representative .....Blair
Membership .....NARTB, BAB
President.....Dr. George S. Benson
General Manager.....John H. Cleghorn
Operations Manager.....W. H. Grumbles
Sales Manager.....L. O. Dobson
Program, Film Mgr.....Gordon A. Lawhead
Prom., Pub. Dir.....Les Birchfield
Director of News.....Gene Roper
Production Mgr.....Wilson Northcross
Chief Engineer.....Welton M. Roy
Consultation Engineer.....Frank H. McIntosh

telecasting on channel 8

to

Middle Tennessee,
Southern Kentucky
and portions of
North Alabama . . .

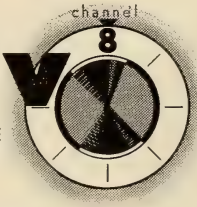
POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 136,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

wsix-tv
NASHVILLE 3, TENNESSEE



CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont

WMCT

MEMPHIS—1948—ABC-DuM

Channel: 5....AP: 60 Kw.....VP: 100 Kw.
Owned-Operated.....Memphis Publishing Co.
Business-Studio Address....Goodwyn Institute Bldg., P. O. Box 311
Phone Number 8-7464
Representative .....Branham
President .....Enoch Brown
Gen. Station Mgr.....H. W. Slavick
Commercial Manager.....Earl Moreland
Program Director.....Wilson Mount
Prom., Pub. Dir.....Walter E. Frase
Dir. of News & Spec. Events.....Edwin White
Production Manager.....Tim Kiely
Chief Engineer.....E. C. Frase, Jr.

WSIX-TV

NASHVILLE—1953
ABC-CBS-DuM

Channel: 8 VHF..AP: 45 Kw...VP: 90 Kw.
Owned-Oper. By.....WSIX-TV
Business Address.....Nashville Trust Bldg.
Phone Number 5-5431
News Service .....AP
Representative .....Hollingbery
Air Time.....14½ hours daily
Membership .....NARTB
Owner & Gen. Mgr.....Louis R. Daughon
Operations Director.....Shelton Weaver
Commercial Dir.....E. S. Tanner
Production Mgr.....Jim Kent
Publicity Director.....Martha Fergerson
Chief Engineer.....Charles Duke

WSM-TV

NASHVILLE—1950
ABC-CBS-DuM-NBC

Channel: 4.....AP: 11.9 Kw.....VP: 23.8 Kw.
Owned-Oper. By.....WSM, Inc.
Business Address.....14th & Compton Aves.
Phone Number 6-7181
Representative .....Edward Petry
Chairman.....E. W. Craig
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving Waugh
Public Relations.....William R. McDaniel
Chief Engineer.....Aaron Shelton

TEXAS

TV HOMES 1,129,000

POPULATION 8,986,000

STATIONS IN STATE 28

KRBC-TV

ABILENE—1953—ABC-NBC

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.5 Kw.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address.....Fulwiler Bldg.
Phone Number 4-8557
Air Time.....5 hours daily
News Service .....AP
Representative .....Pearson
President .....Dale Ackers
Gen., Sta. Mgr.....Howard Barrett
Commercial Mgr.....Robert Scott
Prog., Prod. Mgr.....John Renshaw
Prom., Pub. Dir.....Robert Nash
Director of News.....Dub Bowlus
Chief Engineer.....W. E. Kessel

KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF..AP: 30.4 Kw...VP: 56.5 Kw.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business Address.....Box 1400
Phone Number 4-5343
Air Time.....8 hours daily
News Service.....AP, UP
Representative .....Branham
President .....Wendell Mayes
General Manager.....Stan Wilson
Commercial Mgr.....Ed Moore
Program Director.....Kindred Raley
Production Mgr.....Buck Long
Chief Engineer.....Bill Spiller

KGNC-TV

AMARILLO—1953

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Plains Radio Bcstg. Co.
Address .....Box 751
Phone Number 4-4601
Air Time.....9½ hours daily
News. Affil.....Globe-News Publ. Co.
News Service.....AP, UP
Membership .....NARTB ,BAB
President.....B. E. Walker
Gen., Sta. Mgr.....Tom Kritser
Commercial Mgr.....Bud Thompson
Prog. Dir., Dir. of Rem.....Kelly Maddox
Promotion Director.....Marianne Johnson
Dir. of News & Spec. Events.....Bob Izzard
Film Manager.....Joan Jamison
Chief Engineer.....W. H. Torrey
Consulting Engineer.....A. Earl Cullum

KTBC-TV

AUSTIN—1952
ABC-CBS-NBC-DuM ....

Channel: 7 VHF..AP: 50 Kw...VP: 00 Kw.
Owned-Operated By.....Texas Bcstg. Corp.
Address.....P. O. Box 717
Representative .....Raymer
President .....Claudia Johnson
General Manager.....J. C. Kellam
Consulting Engineer.....A. Earl Cullum, Jr.

XELD-TV

BROWNSVILLE—1951
NBC-DuM

Channel: 7 VHF....AP: 1.4 Kw.....VP: 3 Kw.
Owned-Oper. By.....Television de Metamoros S.A.
Address.....1014 E. Washington St.
Phone Number.....Brownsville 6-6953
Representative .....Adam Young
General Mgr.....Monte Kleben
Comm. Mgr.....L. W. Smith
Traffic Manager.....Belva Younkman
Chief Engineer.....Juan Suarez

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Newspaper Affiliation...Dallas Times Herald
Representative .....Branham
Chairman.....J. W. Runyan
President.....Clyde W. Rembert
Comm. Mgr.....William A. Roberts
Program Dir.....Ves Box
Dir. of News & Spec. Events.....Jay Hogan
Film Director.....Nick Mueller
Chief Engineer.....B. B. Honeycutt

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF..AP: 13.5 Kw...VP: 27 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address.....Young & Houston
Phone Number.....Riverside 3315
Air Time.....17 hours daily
Newspaper Affiliation.....Morning News
News Service .....UP
Representative .....Petry
Membership .....NARTB
President.....E. M. (Ted) Dealey
Sup. of Radio & TV.....Martin B. Campbell
Station Manager.....Ralph W. Nimmons
Prog., Remotes Dir.....Jay Watson
Promotion Dir.....Jack Saunders
Dir. of News & Spec. Events.....Michael Hinn
Prod., Film Mgr.....Howard Anderson
Publicity Director.....Lois Jean Cooper
Chief Engineer.....William C. Ellis
Technical Supervisor.....George E. Krutilek
Consulting Engineer.....A. Earl Cullum

Selling the SOUTHWEST'S LARGEST METROPOLITAN AREA-over a MILLION

KRLD-TV
Channel 4
NORTH CENTRAL TEXAS' ONLY STATION
with
MAXIMUM POWER
100,000 WATTS VIDEO
50,000 WATTS AUDIO

KRLD Radio
SATURATES MARKET EQUAL TO 68 SECONDARY STATIONS WITHIN KRLD'S 0.5 MILLIVOLT LINE!
50,000 WATTS

EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO NETWORK PROGRAMS IN DALLAS AND FORT WORTH
The Biggest Buy in the Biggest Market in the Biggest State
THE TIMES HERALD STATIONS . . . DALLAS, TEXAS
John W. Runyon, Chairman of the Board Clyde W. Rembert, President
The BRANHAM CO., Exclusive Representative

KROD-TV

EL PASO—1952—CBS-DuM-ABC

Channel: 4 VHF....AP: 28 Kw.....VP: 56 Kw.
Owned-Oper. By.....El Paso Times, Inc.
Address.....2201 Wyoming St.
Representative .....Branham
General Manager.....Val Lawrence
Sales Manager.....Dick Watts
Promotion Mgr.....Ken McClure
Chief Engineer.....E. P. Talbott

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF..AP: 33.1 Kw...VP: 55.1 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Representative .....Hollingbery
General Manager.....Karl O. Wyler
Commercial Mgr.....Roy T. Chapman
Program Manager.....Jack B. Chapman
Production Mgr.....Jack Rye
Chief Engineer.....Kenneth Walton

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF....AP: 8.2 Kw.....VP: 16.4
Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number.....Lockwood 1981
Air Time.....11 hours daily
Newspaper Affiliation.....Fort Worth Star-Telegram
News Service .....AP
Representative.....Free & Peters
Membership .....NARTB
Chairman.....Amon Carter
President.....Amon Carter, Jr.
General Manager.....George Cranston
TV Director.....Harold Hough
Commercial Mgr.....Roy Bacus
Prom., Publ. Dir.....Howard Fisher
Program Director.....Robert Gould
Film Manager.....Lynn Trammell
Production Mgr.....Robert Grammer
Director of News.....James A. Byron
Chief Engineer.....R. C. Stinson

KGUL-TV

GALVESTON-HOUSTON—1953 CBS

Channel: 11 VHF..AP: 125 Kw...VP: 235 Kw.
Owned-Oper. By.....Gulf Television Co.
Business Address.....2002 45th St.
Phone Number 3-1607
Air Time.....14 hours daily
News Service .....AP
Representative.....CBS Television Spot Sales
President.....Paul E. Taft
Station Manager.....Raymond E. Jones
Program Director.....Thomas J. Thompson
Promotion Dir.....William D. Evans, Jr.

IN EL PASO'S

Fabulous Southwest

YOU'LL **SELL** MORE ON CHANNEL 4

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequalled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's . . .

KROD-TV

RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY

Director of News.....Henry B. Williamson
Film Manager.....Bud Johnson
Chief Engineer.....William S. Sloat

KGBT-TV

HARLINGEN—1953—CBS-ABC

Channel: 4 VHF...AP: 6.9 Kw....VP: 13 Kw.
Owned-Oper. By....Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Phone Number 3500
Representative .....Pearson
General Manager.....Troy R. McDaniel
Commercial Manager.....I. S. Roberts
Program Director.....Fred Folk
Chief Engineer.....Al Beck

KNUZ-TV

HOUSTON—1953—DuM

Channel: 39 UHF..AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....KNUZ Telyevision Co.
Business Address.....Box 2631
Phone Number.....Keystone 6666
Air Time.....8 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David H. Morris
Commercial Mgr.....Jack Healy
Program Director.....Roger Van Duzer
Promotion Director.....George Johnson
Director of News.....Bill Crawford
Production Mgr.....Chauncy Brown
Publicity Director.....George Johnson
Film Manager.....Glenn Armstrong
Chief Engineer.....O. C. Crossland
Consulting Engineer.....Weldon & Carr

KPRC-TV

HOUSTON—1950
ABC-CBS-NBC-DuM

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Phone Number.....Madison 9271
Representative .....Petry
General Manager.....Jack Harris
Commercial Mgr.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic .....Pat Breech
Chief Engineer.....Paul Huhndorff

KTVE

LONGVIEW—1953

Channel: 32 UHF..AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....A. James Henry
Business Address.....Box 1232
Phone Number 6690
Air Time.....7 hours daily
News Service .....UP
Representative .....NARTB
Pres., Gen. Mgr.....A. James Henry
Commercial Mgr.....W. M. Morrow, Jr.
Program Director.....Lawrence Birdsong, Jr.
Director of News.....Herschel McClure
Production Mgr.....Harold Miller
Film Manager.....Barre Monigold
Chief Engineer.....Wm. H. Dixon
Consulting Engineer.....Irven Simpson

KCBD-TV

LUBBOCK—1953—ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Corp.
Business Address.....Box 1507
Phone Number 4-1414
News Service.....AP, UP
Representative .....Pearson
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Joe H. Bryant
Business Manager.....Robert L. Snyder
Commercial Mgr.....George L. Tarter
Program Director.....John Devine
Promotion Dir.....Jack Tippit
Director of News.....Choc Hutchison
Film Manager.....Hulen Penney
Chief Engineer.....Frank Lee
Consulting Engineer.....Weldon & Carr

KDUB-TV

LUBBOCK—1952—CBS-DuM

Channel: 13 VHF..AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....7400 College
Phone Number 4-2345
News Service .....INS
Representative .....Avery-Knodel, Inc.
Pres., Gen. Mgr.....W. D. (Dub) Rogers
Sta., Comm. Mgr.....Mike Shapiro
Program Director.....Ray Trent
Prom., Pub. Dir.....Johnny Williams
Director of News.....Jimmie Isaacs
Production Mgr.....Vernon Poerner
Film Manager.....Sidney Smith
Chief Engineer.....Rudy Starnes
Consulting Engineer.....Frank McIntosh

KMID-TV

MIDLAND—1953—NBC-ABC-DuM

Channel: 2 VHF..AP: 13.8 Kw...VP: 26.3 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Phone Number 2-7322
Representative .....Venard Inc.
General Manager.....Sid Grayson
Commercial Mgr.....Bob Cain
Program Director.....Bill Richie

KTXL-TV

SAN ANGELO—1953—CBS-NBC
DuM

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By.....WesTex Television Co.

Business Address.....1015 East 28th St.
Phone Number 7677
Air Time.....9 hours daily
Representative .....Taylor
Membership .....NARTB
President.....Armistead D. Rust
Gen., Sta. Mgr.....John A. Kelly
Commercial Mgr.....E. O. Thomesen
Prog., Film Mgr.....Willa G. Black
Prom., Pub. Dir.....Kenneth E. Markel
Director of News.....Dean Chrysler
Production Mgr.....Hal Black
Chief Engineer.....Robert Benson
Consulting Engineer..Craven, Lohnes & Culver

KGBS-TV

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address.....Transit Tower
Phone Number.....Garfield 8151
Air Time.....15 hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....George B. Storer
Commercial Manager.....W. E. Kelley
Managing Director.....George B. Storer Jr.
Program Director.....Ed Uhler
Prom., Pub. Dir.....Ardyce Planstiel
Dir. of News & Spec. Events....Robert Farrar
Film Manager.....Betty Patton
Chief Engineer.....William Jackson

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....Garfield 4221
Air Time.....18 hours daily
News Service.....AP, INS, UP
Representative .....Petry
President.....Hugh A. L. Halff
General Manager.....James M. Gaines
Comm. Mgr.....Edward V. Cheviot
Promotion Mgr.....M. E. Grossman
Program Manager.....W. Perry Dickey
Film Manager.....Edward D. Hyman
Publicity Director.....Imogene Stanley
Director of Engineering.....C. L. Jeffers
Consulting Engineer.....A. D. Ring

KCEN-TV

TEMPLE—1953—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....118 W. Avenue A
Phone Number 3-6868
Air Time.....7¼ hours daily
Newspaper Affiliation..Temple Daily Telegram
News Service .....UP
Representative .....Hollingbery
President.....Frank W. Mayborn
General Manager.....Harry Stone
Program Director.....Jim Bentley
Film Manager.....Mrs. Gay Hoes
Chief Engineer.....Wm. Crusinberry
Consulting Engineer.....A. Earl Cullum, Jr.

KCMC-TV

TEXARKANA—1953
CBS-ABC-DuM

Channel: 6 VHF..AP: 15 Kw...VP: 28 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....317 Pine St.
Representative .....Venard Inc.
President.....C. E. Palmer
General Manager.....Frank O. Myers
Sales Manager.....William F. Guy
Director of News.....Tom Speer
Chief Engineer.....Harvey Robertson

KETX

TYLER—1953—NBC-DuM-CBS

Channel: 90 UHF..AP: 141 Kw...VP: 270 Kw.
Owned-Oper. By.....Jacob A. Newborn Jr.
Business Address.....Box 688
Phone Number 2-0801
Representative .....Pearson
Manager.....Jacob A. Newborn Jr.
Station Manager.....E. R. Norris

KANG-TV

WACO—1953—ABC-DuM

Channel: 34 UHF..AP: 10 Kw...VP: 18.6 Kw.
Owned-Oper. By....Central Texas Television Inc.
Business Address.....4811 Bosque Blvd.
Phone Number 31525
Air Time.....7 hours daily
News Service .....UP
Representative .....Pearson
Membership .....NARTB
President .....Clyde Weatherby
Station Manager.....Bob H. Walker
Program Director.....Iris Wadley
Prom., News Dir.....King Bridges
Production Manager.....Frank Matthews
Chief Engineer.....J. H. Smith
Consulting Engineer.....Weldon & Carr

KRGV-TV

WESLACO—1954—NBC

Channel: 5 VHF..AP: 14.5 Kw...VP: 28.8 Kw.
Owned-Oper. By.....KRGV Television Inc.
Business Address.....Box 626
Phone Number 375
Representative .....Raymer
President.....O. L. Taylor
General Manager.....Byron W. Ogle
Commercial Mgr.....Allan Page
Program Director.....Millman Rochester
Production Dir.....Jim Cook
Director of News.....Brad Smith
Chief Engineer.....Lewis Hartwig

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.
Owned-Operated By..Wichtex Radio & Tele. Co.
Address.....801 Scott St.
Phone Number 2-8668
President.....Darrold A. Cannan
General Manager.....Howard H. Fry
Station Manager.....Henry Davis
Commercial Mgr.....Mott Johnson
Program Director.....Warren Silver
Prom., Pub. Dir.....W. P. Hood
Director of News.....Mike Henry
Production Mgr.....William Angel
Film Manager.....Gene Jones
Chief Engineer.....John Adams
Consulting Engineer.....George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF..AP: 11.7 Kw...VP: 23.4 Kw.
Owned-Operated By..Wichita Falls Tele., Inc.
Address.....P. O. Box 420
Phone Number 3-4181
Air Time.....10 hours daily
News Service .....UP
Representative .....Blair-TV
President .....Kenyon Brown
Commercial Manager.....Blaine Cornwell
Prog., Prod. Mgr.....Cecil Sansbury
Prom., Pub. Dir.....A. L. Pierce
Director of News.....Ed Hamlyn
Film Manager.....Tom Sugars
Chief Engineer.....Herbert T. Wiley

UTAH

TV HOMES 121,000

POPULATION 724,000

STATIONS IN STATE 2

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By..Intermountain Bcstg. & TV Corp.
Business Address.....128 Social Hall Ave.
Phone Number 5-2991
Air Time.....14 hours daily
Station Representative .....Blair-TV
News Service .....UP
Membership .....NARTB, BAB
President.....G. Bennett Larson
Commercial Mgr.....Douglas R. Clawson
Program Director.....Dan Rainger
Director of News.....Jack Goodman
Publicity Director.....Del Leeson
Film Manager.....James E. Chubb
Chief Engineer.....Allan Gunderson
Consulting Engineer.....George C. Davis

KSL-TV

SALT LAKE CITY—1948
ABC-CBS-DuM

Channel: 5 VHF....17.8 Kw.....VP: 28.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Motor Ave.
Phone Number 5-4641
Air Time.....14 hours daily
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB
Exec. Vice Pres.....Ivor Sharp
Comm. Mgr.....Edward B. Kimball
Gen., Sta. Mgr.....D. Lennox Murdoch
Program Director.....Wayne Richards
Promotion Director.....A. Richard Robertson
Director of News.....Paul Alexander
Production Manager.....Scott R. Clawson
Publicity Director.....A. Richard Robertson
Film Director.....Richard V. Thiriot
Chief Engineer.....Vincent Clayton
Consulting Engineer.....A. Ring

VIRGINIA

TV HOMES 512,000

POPULATION 3,452,000

STATIONS IN STATE 9

WBTM-TV

DANVILLE—1954—ABC

Channel: 24 UHF..AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By.....Piedmont Bcstg. Corp.
Business Address.....710 Grove St.
Phone Number 2350
Representative .....Hollingbery
President.....L. N. Dibrell
General Manager.....Edward G. Gardner Jr.
Commercial Mgr.....John Holland III
Program Director.....Milton N. Adams
Chief Engineer.....Lyle C. Motley

WVEC-TV

HAMPTON-NORFILK—1953—NBC

Channel: 15 UHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....1490 Pembroke
Phone Number .....Hampton 6332
Air Time.....17 hours daily
News Service .....AP

Representative ..... Rambeau
Membership ..... NARTB, BAB
President ..... Thomas P. Chisman
Sales Director ..... Harold A. Brauer Jr.
Program Director ..... L. W. Duff Kliewer
Prom., Pub. Dir. ..... Georgia McCarty
Director of News ..... Bob Drill
Production Mgr. ..... Harry Middleton
Film Manager ..... Gordon Walsh
Chief Engineer ..... William C. King Jr.
Consulting Engineer ..... Lynn C. Smeby

WSVA-TV

HARRISONBURG—1953
CBS-DuM-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address ..... Rawley Pike
Phone Number 4-4431
Air Time ..... 12 hours daily
News Service ..... UP
Representative ..... Devney
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Frederick L. Allman
Commercial Mgr. ..... Robert B. Harrington
Program Director ..... Richard H. Johnson
Director of News ..... Charles R. McGinley
Production Mgr. ..... Robert E. Lee
Chief Engineer ..... Warren L. Braun
Consulting Engineer ..... Kear & Kennedy

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF...AP: 14 Kw....VP: 28 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address ..... 925 Church St.
Representative ..... Hollingbery
President ..... Edward Allen
General Manager ..... Phil Allen
Sales Manager ..... Joseph F. Wright
Program Director ..... Warren Uttal
Chief Engineer ..... John T. Orth

WACH

NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF..AP: 10.5 Kw. VP: 20.9 Kw.
Owned-Oper. By ..... Eastern Bcstg. Corp.
Business Address ..... 114 24th St.
Phone Number ..... Avery-Knodel Inc.
General Manager ..... Frederic F. Clair
Commercial Manager ..... Eloyse Patterson
Operating Mgr. ..... Thomas O. Bradshaw Jr.
Chief Engineer ..... Frederic F. Clair

WTAR-TV

NORFOLK—1949
ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By ..... WTAR Radio Corp.
Business Address ..... 720 Boush St.
Phone Number 56711
Air Time ..... 17 hours daily
Newspaper Affiliation..Norfolk Newspapers, Inc.
News Service ..... AP, INS
Representative ..... Petry
Membership ..... NARTB, BAB
Pres., Gen. Mgr. ..... Campbell Arnoux
Commercial Mgr. ..... Robert M. Lambe
Prod., Pgm. Dir. ..... Harold Soldinger
Promotion Dir. ..... Robert M. Davis
Public Rel. Dir. ..... Joel F. Carson
Director of News ..... Gilbert McLeod
Film Director ..... Harry L. Nicholas
Film Buyer ..... P. C. Arnoux
Chief Engineer ..... Dick Lindell
Consulting Engineer ..... Jansky & Bailey

WTOV-TV

NORFOLK—1953—ABC-DuM

Channel: 27 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By..Commonwealth Bcstg. Corp.
Business Address ..... 812 West 21st St.
Phone Number 4-7786
Air Time ..... 10 hours daily
News Service ..... UP
Representative ..... Forjoe
Exec. Vice-Pres., Gen. Mgr. ..... Robert Wasdon
Production Mgr. ..... Dan Durniak
Program Director ..... Robert Drepperd
Promotion Dir. ..... Tom Matthews
Director of News ..... Dick Harvey
Film Manager ..... Art Ross
Chief Engineer ..... Jim Robertson
Consulting Engineer ..... John Creutz

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By ..... Havens & Martin, Inc.
Address....3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Air Time ..... 17 hours daily
News Service ..... UP
Station Representative ..... Blair TV
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Wilbur M. Havens
Program Director ..... John V. Shand
Film Manager ..... G. Conrad Rianhard, Jr.
Prom., Pub. Dir. ..... Walter A. Bowry, Jr.
Dir. of News & Spec. Events ..... Jack Tucker
Chief Engineer ..... James Kyle
Consulting Engineer ..... James C. McNary

WSLS-TV

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 125 Kw...VP: 250 Kw.
Owned Operated By
Shenandoah Life Stations
Address ..... 301 1st St.
Representative ..... Avery-Knodel
President ..... P. C. Buford
Exec. Vice-President ..... J. H. Moore
Promotion Dir. ..... Fred Corstaphney
Commercial Manager ..... H. Fitzpatrick
Program Director ..... George Chernault
Chief Engineer ..... J. P. Briggs

WASHINGTON

TV HOMES 411,500

POPULATION 2,814,000

STATIONS IN STATE 9

KVOS-TV

BELLINGHAM—1953—DuM

Channel: 12 VHF...AP: 17 Kw....VP: 34 Kw.
Owned-Oper. By.....KVOS Inc.
Business Address.....1321 Commercial
Phone Number 790
Air Time.....5½ hours daily
News Service .....UP
Representative .....Forjoe
President .....Rogan Jones
General Manager.....Jack Clarke
Commercial Manager.....Fred Elsethagen
Prog., Prom. Dir.....David Mintz
Director of News.....Bert Jackson
Chief Engineer.....Ernest Harper
Consulting Engineer.....William Foss

KING-TV

SEATTLE—1948—ABC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Phone Number .....MUtual 3555
Air Time.....14 hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB, BAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Mgr.....Thomas Dargan
Publicity Director.....Melvin Anderson
Program Director.....Lee Schulman
Dir. of Engineering.....James L. Middlebrooks
Consulting Engineer..Craven, Lohnes & Culver

KOMO-TV

SEATTLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Fisher's Blend Station, Inc.
Business Address.....100 4th Ave. N.
Phone Number.....Seneca 6000
Representative .....Hollingbery
President.....O. W. Fisher
Vice-Pres., Gen. Mgr.....W. W. Warren
Commercial Mgr.....Ray Baker
Program Director.....Dave Crockett
Production Mgr.....Tom Rogstad
Chief Engineer.....S. D. Bennett

KHQ-TV

SPOKANE—1952—NBC-ABC

Channel: 6 VHF...AP: 55 Kw....VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Representative .....Katz
General Manager.....R. O. Dunning
Program Director.....William A. Neilson
Commercial Mgr.....John Pindell
Prom., Pub. Dir.....J. B. Blair
Director of News.....P. J. Cullen
Consulting Engineer.....George C. Davis

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF..AP: 28.5 Kw...VP: 48 Kw.
Owned-Operated By .....KXLY-TV
Address.....315 W. Sprague
Phone Number.....Madison 1218
Representative .....Walker
General Manager.....Richard E. Jones
Chief Engineer.....Dave Green

KMO-TV

TACOMA—1953—NBC

Channel: 13 VHF..AP: 57 Kw...VP: 95.5 Kw.
Owned-Oper. By.....KMO Inc.
Business Address.....Box 1651
Phone Number .....Fulton 1581
Air Time.....8 hours daily
News Service .....UP
Representative .....Branham
President.....Carl E. Raymond
Gen., Sta. Mgr.....Jerry Geehan
Commercial Mgr.....Earl Willhite
Program Director.....Dick Weeks
Prog., Pub. Dir.....Gene Dryden
Director of News.....Dan Seymour
Production Mgr.....Gordon Tuell
Film Manager.....Howard Perkin
Chief Engineer.....John Boor

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF..AP: 63 Kw...VP: 125 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....711 St. Helens Ave.
Representative .....Weed
President.....Frank S. Baker
Chief Engineer.....Max Bice

KVAN-TV

VANCOUVER—1954

Channel: 21 UHF..AP: 62 Kw...VP: 107 Kw.
Owned-Oper. By.....KVAN, Inc.
Business Address.....Box 610
Phone Number.....Oxford 4-3325
Representative .....Bolling
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Sales Manager.....Russell Coughlin
Chief Engineer.....Leo Erickson

KIMA-TV

YAKIMA—1953
ABC-CBS-NBC-DuM

Channel: 29 UHF..AP: 7.5 Kw...VP: 15 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address...Radio & Television Center
Phone Number 6104
Representative .....Weed
Membership .....NARTB
President.....A. W. Talbot
Gen., Sta. Mgr.....Thomas C. Bostic
Commercial Mgr.....H. R. Cary
Program, Flm. Mgr.....James Nolan
Promotion Director.....Joe Ryan
Director of News.....John Knievel
Production Mgr.....Tom Ewing
Chief Engineer.....J. Barry Watkinson
Consulting Engineer.....Frank McIntosh

WEST VIRGINIA

TV HOMES 233,500

POPULATION 2,086,000

STATIONS IN STATE 5

WKNA-TV

CHARLESTON—1953—ABC-DuM

Channel: 49 UHF..AP: 12 Kw...VP: 22.5 Kw.
Owned-Oper. By.....Joe L. Smith Jr. Inc.
Business Address.....804 Kanawha Blvd.
Phone Number 25-153
Pres., Gen. Mgr.....Joe L. Smith Jr.
Sales Manager.....George J. Gray
Program Director.....Don O. Hays
Film Manager.....Ted McKay
Chief Engineer.....A. J. Ginkel

WJPB-TV

FAIRMONT—1952—ABC-NBC-DuM

Channel: 35 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Fairmont Bcstg. Co. Inc.
Business Address.....108 Gaston Ave.
Phone Number.....Fairmont 5000
Representative .....Headley-Reed
President.....J. Patrick Beacom
Gen., Sta. Mgr.....Robert Drummond
Commercial Mgr.....J. F. Watkins
Prog., Prod. Mgr.....Robert Frazier
Prom., Pub. Dir.....Robert Ice
Director of News.....Robert L. Mitchell
Chief Engineer.....Richard McBride
Consulting Engineer.....A. D. Ring

WSAZ-TV

HUNTINGTON—1949—NBC

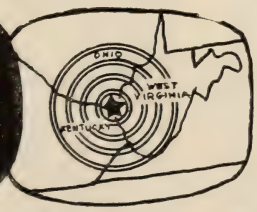
Channel: 3 VHF....AP: 42 Kw.....VP: 84 Kw.

WHAT'S OUR BIGGEST PRODUCT?

• SERVICE

TO 3,892,300 VIEWERS AND 987,300 FAMILIES WITH THE EFFECTIVE BUYING POWER $4,064,724,000 IN 114 COUNTIES OF W. VA., OHIO, KY., VA., TENN.

WSAZ



TELEVISION

Huntington - Charleston, West Virginia

CHANNEL 3 — 100,000 WATTS

NETWORKS: NBC — ABC — CBS — Dmt

Lawrence H Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency

Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Phone Number 4-4126
Air Time.....15 hours daily
Newspaper Affiliation..Huntington Advertiser
News Service .....AP
Station Representative .....Katz
Membership .....NARTB
President.....Col. J. H. Long
V.P., Gen. Mgr.....Lawrence H. Rogers, II
V.P., Tech. Dir.....Leroy E. Kilpatrick
Program Director.....J. H. Ferguson
Promotion Dir.....Charles W. Dinkins
News Director.....Nicholas A. Basso
Production Mgr.....Bert Shimp
Natl. Sales Manager.....R. E. White
Film Mgr.....Ned R. Brooke

WTAP

PARKERSBURG—1953—ABC-DuM

Channel: 15 UHF..AP: 9.45 Kw...VP: 19.5 Kw.
Owned-Oper. By....West Virginia Enterprises Inc.
Business Address.....121 W. Seventh St.
Phone Number 7-4589
Representative .....Forjoe
Membership .....NARTB
Pres., Gen., Sta. Mgr...d.....Theodore Eilan
Commercial Mgr.....James F. Cox
Prog., Prom. Dir.....Don Painter
Director of News.....Jack See
Film Manager.....Shirley L. Radiken
Chief Engineer.....George W. DeBlieux

WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....1329 Market St.
Phone Number.....Wheeling 1177
Air Time.....10 hours daily
News Service .....UP
Representative .....Hollingbery
President.....Thomas M. Bloch
General Manager.....Robert W. Ferguson
Commercial Mgr.....H. Needham Smith
Program Director.....Judy Lawton
Promotion Dir.....Gregg Van Camp
Director of News.....George Diab
Production Mgr.....Gene Ryan
Film Manager.....William Ney
Chief Engineer.....Howard Daubenbeyer

WISCONSIN

TV HOMES 568,500

POPULATION 3,607,000

STATIONS IN STATE 9

WEAU-TV

EAU CLAIRE—1953—ABC-NBC-DuM

Channel 13 VHF.AP: 29.53 Kw..VP: 59.05 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Phone Number 6149
Air Time.....5½ hours daily
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
President.....W. C. Bridges
General Manager.....H. S. Hyett
Station Manager.....Richard Kepler
Commercial Mgr.....Robert Burnham
Film Manager.....Zara Guenard
Chief Engineer.....T. O. Jorgenson

WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....St. Norbert College
Business Address.....115 South Jefferson St.
Phone Number.....Hemlock 2-3331
Air Time.....10 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
General Manager.....Haydn R. Evans
Station Manager.....Burkett Farquhar
Commercial Mgr.....Robert C. Nelson
Promotion Dir.....Robert Meister
Director of News.....Clair Stone
Production Mgr.....Bill Manschot
Film Manager.....Jim Krause
Chief Engineer.....Wallace Stangel

WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF.AP: 8.49 Kw..VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Phone Number 7-2261
Air Time.....7 hours daily
News Service .....UP
Representative .....Headley-Reed
President .....Stewart Watson
Gen., Sta. Mgr.....Michael Henry
Commercial Mgr.....Robert E. Loomer
Program Director.....Audrey Bland
Director of News.....Jerry Harper
Production Mgr.....Jack Hanson
Film Manager.....Bill Harman
Chief Engineer.....V. A. Vanderheiden

WMTV

MADISON—1953—ABC-DuM

Channel: 33 UHF...AP: 9.6 Kw....VP: 17 Kw.
Owned-Oper. By.....Bartell Television Corp.
Business Address.....West Beltline Hwy.
Phone Number 3-5381
Air Time.....10 hours daily
News Service .....UP

Representative .....Meeker
Pres., Gen. Mgr.....Gerald A. Bartell
Sta., Comm. Mgr.....Morton J. Wagner
Program Director.....Joyce Wickware
Promotion Dir.....Joyce Jaeger Bartell
Director of News.....Michael Griffin
Production Mgr.....Roderick MacDonald
Publicity Director.....Mary Hunter
Film Manager.....Leon Jenkins
Chief Engineer.....Earl W. Fessler
Consulting Engineer.....Ralph Evans

WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF...AP: 11 Kw....VP: 22 Kw.
Owned-Oper. By.....Midwest Bcstg. Co.
Business Address.....723 N. Third St.
Phone Number.....Broadway 6-2154
News Service .....UP
Representative .....Rosenman
President .....Lou Poller
Program Director.....Dean McCarthy
Promotion Dir.....Mort Rosenman
Director of News.....Kal Ross
Production Mgr.....Bud Marino
Publicity Director.....Burt Levine
Film Manager.....Ralph Andrews
Chief Engineer.....Walter Wesley
Consulting Engineer.....Russel P. May

WOKY-TV

MILWAUKEE—1953—DuM

Channel: 19 UHF..AP: 12 Kw...VP: 18.5 Kw.
Owned-Oper. By.....Bartell Bcstrs. Inc.
Business Address.....704 West Wisconsin
Phone Number.....Broadway 1-8480
Air Time.....9 hours daily
News Service .....UP
Representative .....H-R
President..... Gerald A. Bartell
General Manager.....Lee B. Bartell
Program Director.....Sheldon Kaplan
Film Manager.....Art Whitaker, Jr.
Chief Engineer.....William Armstrong

WTMJ-TV

MILWAUKEE—1947—ABC NBC-DuM

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Phone Number.....B'way 1-6000
News Service .....AP
Air Time.....16 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB
V.P. and Gen. Mgr. of Radio and TV, The Journal Co.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Mgr.....George Comte
Asst. Sta. Mgr.....George Nicoud
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

WNAM-TV

NEENAH-APPLETON-MENASHA 1953

Channel: 42 UHF..AP: 8.3 Kw...VP: 15.5 Kw.
Owned-Oper. By..Neenah-Menasha Bcstg. Co.
Business Address.....Box 602
Phone Number 2-6471
News Service .....UP
Representative.....George W. Clark
Membership .....NARTB
Pres., Gen. Mgr.....Don C. Wirth
Station Manager.....Stephen Pozgay
Chief Engineer.....Harry W. Hill
Consulting Engineer.....Walter Kean

WOSH-TV

OSHKOSH—1953—ABC

Channel: 48 UHF..AP: 7.24 Kw...VP: 13.8 Kw.
Owned-Oper. By.....Oshkosh Bcstg. Co.
Business Address.....1235 Bowen St.
Phone Number.....Stanley 4580
Representative .....Headley-Reed
Pres., Gen. Mgr.....William F. Johns Jr.
Station Manager.....Clark Hogan
Chief Engineer.....Donald Zuehlke

WYOMING

TV HOMES 7,500

POPULATION 308,000

STATIONS IN STATE 1

KFBC-TV

CHEYENNE—1953—CBS-DuM

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Add ess.....2923 East Lincolnway
Phone Number 4-4461
Newspaper Affiliation.....Wyoming Eagle & Wyoming Tribune
News Service .....UP
Representative .....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Mgr.....C. P. Cahill
Program Director.....Mae Sunada
Promotion Dir.....D. W. Young
Director of News.....Kirk Knox
Chief Engineer.....R. C. Pfannenschmid

TELEVISION STATIONS
IN TERRITORIES AND POSSESSIONS

ALASKA

KFIA
ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.32 Kw...VP: 13.8 Kw.
Owned-Oper. By.....Kiggins & Rollins
Business Address.....Box 939
Phone Number 5-3871
Representative .....Weed, Moore-Lund
Air Time.....5 hours daily
News Service .....AP
President .....Keith Kiggins
General Manager.....James G. Duncan
Treasurer.....Richard R. Rollins
Comm., Prom. Mgr.....Phil Howarth
Prog., Film Mgr.....Bard Melton
Prod., Pub. Dir.....Frank Freeman
Chief Engineer.....James G. Duncan

KTVA
ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Phone Number 5-4321
News Service.....INS, UP
Representative .....Hugh Feltis
Air Time.....5 hours daily
Pres., Gen. Sta. Mgr.....A. G. Hiebert
Comm., Prom. Mgr.....C. M. Conner
Director of News.....Walt Welch
Production Mgr.....Janet Conner
Film Mgr.....Phil Schatz
Chief Engineer.....Jack M. Walden

HAWAII

KGMB-TV
HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw...VP: 104 Kw.
Owned-Operated By
Hawaiian Bcstg. Syst., Ltd.
Address .....1534 Kapiolani
Phone Number 9-2011
Air Time.....7½ hours daily
News Service .....UP
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Station Manager.....Wayne Kearl
Program Director.....Robert Costa
Promotion Director.....Faye Johnson
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink
Chief Engineer.....Dan Hunter

KONA
HONOLULU—1952—DuM-NBC

Channel: 11 VHF..AP: 74 Kw...VP: 12.5 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address.....1071 Bishop St.
Phone Number 6-2366
Air Time.....9 hours daily
News Service.....INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB
Pres., Gen. Mgr.....John D. Keating
Station Manager.....Jack Irvine
Chief Engineer.....Larry Trombly

PUERTO RICO

WKAQ-TV
SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....Box 1072
Phone Number 2-2000
Air Time.....6 hours daily
Representative....Inter-American Publications Inc.
Membership .....NARTB
President .....Angel Ramos
General Manager.....R. Delgado Marquez
Commercial Manager.....David H. Polinger
Program Director.....Fernando Cortes, Jr.

WAPA-TV
SAN JUAN—1954—NBC-DuM

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number 3-3000
Representative.....Caribbean Networks Inc.
General Manager.....Charles E. Bell
Sales, Prom. Mgr.....Cal de Mier
Program Director.....Jose E. Franco
Production Dir.....Pepe Gonzalez Cordova
Chief Engineer.....Jose Arzuaga

TV Outside of United States

(TV stations in operation; or under construction (Cp) as of January 1, 1954. Prepared by Research Division, Allen B. Du Mont Laboratories, Inc.)

Location	Call Letters		Licensee or Grantee	Mc Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— CANADA —			
Halifax, N. S.	CBHT	CP	Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	CHCH-TV	CP	Niagara Television Ltd.	199.25	203.75	525/60
London	CFPL-TV	CP	London Free Press Printing Co.	193.25	197.75	525/60
Montreal	CBFT		Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	CBMT	CP	Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa	CBOT		Canadian Broadcasting Corp.	67.25	71.75	525/60
Quebec	CFCM-TV	CP	Television de Quebec Ltd.	67.25	71.75	525/60
Regina, Sask.	CKCK-TV	CP	Trans-Canada Communications, Ltd.	67.25	71.75	525/60
Rimouski, Ont.	CJBR-TV	CP	Lower St. Lawrence Radio, Inc.	61.25	67.75	525/60
St. John, N. B.	CHSJ-TV	CP	New Brunswick Broadcasting Co.	67.25	71.75	525/60
Sudbury, Ont.	CKSO-TV	CP	CKSO Radio Ltd.	77.25	81.75	525/60
Sydney, N. S.	CJCB-TV	CP	Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	CBLT		Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	CBUT	CP	Canadian Broadcasting Corp	187.25	191.75	525/60
Windsor, Ont.	CKLW-TV	CP	Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	CBWT	CP	Canadian Broadcasting Corp.	67.25	71.75	525/60
			— CUBA —			
Camaguey		CP	Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey		CP	Radiotelevision El Mundo	55.25	59.75	525/60
Camaguey	CMJL-TV		Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		CP	Cadena Azul de Cuba	193.25	197.75	525/60
Havana	CMA-TV		Radiotelevision El Mundo	55.25	59.75	525/60
Havana	CMO-TV		Circuito CMQ	83.25	87.75	525/60
Havana	CMBF-TV		Radio Universal	175.25	179.75	525/60
Havana	CMUR-TV		Union Radio Television, S. A.	67.25	71.75	525/60
Havana	CMTV	CP	Television del Caribe	199.25	203.75	525/60
Havana		CP	Television del Caribe	61.25	65.75	525/60
Havana		CP		211.25	215.75	525/60
Holguin		CP	Cadena Azul de Cuba	193.25	197.75	525/60
Holguin	CMKJ-TV	CP	Circuito CMQ	67.25	71.75	525/60
Holguin		CP	Union Radio Television	205.25	209.75	525/60
Matanzas	CMGC-TV		Circuito CMQ	187.25	191.75	525/60
Matanzas		CP	Radiotelevision El Mundo	211.25	215.75	525/60
Santa Clara	CMNQ-TV		Union Radio Television	61.25	65.75	525/60
Santa Clara	CMHQ-TV		Circuito CMQ	77.25	81.75	525/60
Santa Clara		CP	Cadena Azul de Cuba	181.25	185.75	525/60
Santiago de Cuba	CMKN-TV		Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba		CP	Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba		CP	Union Radio Television	199.25	203.75	525/60
Santiago de Cuba		CP	Cadena Azul de Cuba	211.25	215.75	525/60
			— MEXICO —			
Acapulco		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		CP	Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Guanajuato		CP	Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XECZ-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Juarez	XECJ-TV	CP		77.25	81.75	525/60
Juarez	XEDI-TV	CP		199.25	203.75	525/60
Matamoros	XELD-TV		Compania Mexicana de Television	175.25	179.75	525/60
Merida		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali	XED-TV	CP	Television de Mexico	67.25	71.25	525/60
Mexicali	XEBC-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP		199.25	203.75	525/60
Mexico City	XEW-TV		Emilio Azcarraga	55.25	59.75	525/60
Mexico City	XHTV		Television de Mexico	67.25	71.75	525/60
Mexico City	XHGC-TV		Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City		CP	Romulo O'Farrill, Sr.	175.25	179.75	525/60
Mexico City	XEQ-TV		Emilio Azcarraga	187.25	191.75	525/60
Mexico City		CP	University of Mexico	199.25	203.75	525/60
Monterrey		CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		CP	Emilio Azcarraga	83.25	87.75	525/60
Nogales	XENS-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Nuevo Loredo	XELN-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Piedras Negras	XEPN-TV	CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Reynosa	XERD-TV	CP	Romulo O'Farrill, Sr.	187.25	191.75	525/60

Location	Call Letters		Licensee or Grantee	Mc Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— MEXICO —			
Reynosa	XERA-TV	CP		205.25	209.75	525/60
Tampico		CP	Emilio Azcarraga	83.25	87.75	525/60
Tampico		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana		CP		55.25	59.75	525/60
Tijuana	XFTV		Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Torreon		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Veracruz		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Veracruz		CP	Emilio Azcarraga	193.25	197.75	525/60
			— ARGENTINA —			
Buenos Aires	LR3-TV		Radio Belgrano y Primera Cadena Argentina de Broadcasting	175.25	179.75	625/50
Buenos Aires	LRI-TV	CP	Radio El Mundo	77.25	81.75	625/50
			— BRAZIL —			
Bello Horizonte		CP	Emissaros Associadas	67.25	71.75	525/60
Rio de Janeiro	PR-5-TV		City of Rio de Janeiro	55.25	59.75	525/60
Rio de Janeiro	PRE-8-TV		Emissaros Associadas	83.25	87.75	525/60
Rio de Janeiro		CP	Television Rio	211.25	215.75	525/60
Sao Paulo	PRF-3-TV	E	Emissaros Associadas	61.25	65.75	525/60
Sao Paulo		CP	Radio Televisao	77.25	81.75	525/60
Sao Paulo		CP	Radio Record	175.25	179.75	525/60
			— DENMARK —			
Cophenhagen (Exp.)			Danish State Radio	62.5	67.5	625/50
			— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV		La Voz Dominicana	67.25	71.75	525/60
			— FRANCE —			
Lille			Adm. de la Radiodiffusion et de la Television	185.25	174.1	819/50
Lyon		CP	Adm. de la Radiodiffusion et de la Television	63.5	59.0	819/50
Lyon		CP	Adm. de la Radiodiffusion et de la Television	212.85	201.70	819/50
Marseille		CP	Adm. de la Radiodiffusion et de la Television	186.55	175.4	819/50
Paris			Adm. de la Radiodiffusion et de la Television	46.0	42.0	441/50
Paris			Adm. de la Radiodiffusion et de la Television	185.25	174.1	819/50
Strasbourg			Adm. de la Radiodiffusion et de la Television	59.0	54.5	819/50
Strasbourg		CP	Adm. de la Radiodiffusion et de la Television	164.0	175.15	819/50
			— GERMANY, EAST —			
Berlin (East Sector)	Govt.			(approx 99 Mc)		625/50
			— GERMANY, WEST —			
Berlin (West Sector)			Northwest German Radio	182.26	187.76	625/50
Berlin (West Sector) (Exp.)			Allied High Command	196.25	201.75	625/50
Bremen		CP	Northwest German Radio	67.25	71.75	625/50
Cologne			Northwest German Radio	196.25	201.74	625/50
Frankfurt (Feldberg)			Hessian Radio	196.25	201.75	625/50
Frankfurt (Exp.)		CP	Allied High Command	(174-216 Mc)		625/50
Hamburg			Northwest German Radio	175.25	180.75	625/50
Hamburg			Northwest German Radio	182.25	187.75	625/50
Hamburg			Northwest German Radio	210.25	215.75	625/50
Hannover		CP	Northwest German Radio	189.25	194.75	625/50
Hannover			Northwest German Radio	196.24	201.74	625/50
Koln		CP	Northwest German Radio	196.25	201.75	625/50
Langenburg			Northwest German Radio	182.24	187.74	625/50
Langenburg		CP	Northwest German Radio	210.25	215.75	625/50
Weinblet (Mannheim-Heidelberg)			Southwest Radio	210.25	215.75	625/50
			— GREAT BRITAIN —			
Aberdeen		CP	British Broadcasting Corp.	61.75	58.25	405/50
Belfast		CP	British Broadcasting Corp.	45.0	41.5	405/50
Birmingham (Sutton-Caldfield)			British Broadcasting Corp.	61.75	58.25	405/50
Breighton			British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)			British Broadcasting Corp.	66.75	63.25	405/50
Edinburgh (Kirk O'Shotts)			British Broadcasting Corp.	56.75	53.25	405/50
London Alexandria Palace)			British Broadcasting Corp.	45.0	41.5	405/50
Manchester (Holme-Moss)			British Broadcasting Corp.	51.75	48.25	405/50

Location	Call Letters		Licensee or Grantee	Mc Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— GREAT BRITAIN —			
Newcastle (Ponlop Pike)		CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth		CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge		CP	British Broadcasting Corp.	56.75	53.25	405/50
			— ITALY —			
Alessandria (Piedmont) (Exp.)		CP	Radio Italiana, R.A.I.			625/50
Como (Lombardy) (Exp.)		CP	Radio Italiana, R.A.I.			625/50
Genoa		CP	Radio Italiana, R.A.I.			625/50
Milano			Radio Italiana, R.A.I.	201.25	206.75	625/50
Monte Penice		CP	Radio Italiana, R.A.I.	62.25	67.75	625/50
Rome		CP	Radio Italiana, R.A.I.			625/50
Turin			Radio Italiana, R.A.I.	82.25	87.75	625/50
Turin (Exp)			Radio Italiana, R.A.I.			525/60
			— JAPAN —			
Nagaya		CP	Broadcasting Corp. of Japan			525/60
Osaka (Exp.)			Japanese Broadcasting Corp.			525/60
Tokyo	JOAK-TV		Broadcasting Corp. of Japan	103.25	107.75	525/60
Tokyo	JOKR-TV	CP	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV		Nippon TV Network Corp.	171.25	175.75	525/60
Tokyo (Ichigaga Heights)		CP	Radio Regulatory Commission			525/60
			— MOROCCO, FRENCH —			
Casablanca		CP	Adm. de la Radiodiffusion et de la Television	174.1	185.25	819/50
			— NETHERLANDS —			
Amsterdam (Utrecht-Lapik)			Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhove (N. Brabant) (Exp.)	PAB-2		Philips Ltd.	48.25	53.75	625/50
Eindhoven	PAB-3	CP	P.T. & T. Adm.	63.25	57.75	625/50
Kootwijk	PAB-4	CP	P.T. & T. Adm.	41.25	46.75	625/60
			— PHILIPPINE ISLANDS —			
Manila	DZBC-TV		Bolinau Electronic Corp.	61.25	65.75	525/60
			— POLAND —			
Warsaw			Communications Inst.	89.57		625/50
Lodz		CP	Communications Inst.			625/50
			— SAAR —			
Saarbruchen (Exp.)	Govt.					
			— SPAIN —			
Barcelona		CP	Radiodifusion Nacional			625/50
Bilboa (Exp.)			Radiodifusion Nacional			625/50
Madrid (Exp.)			Radiodifusion Nacional	48.25	53.75	625/50
Madrid		CP	Radiodifusion Nacional			625/50
			— SWEDEN —			
Stockholm (Exp.)			Swedish Board of Trade	62.25	67.75	625/50
Stockholm (Exp.)			Swedish Board of Trade	175.25	180.75	625/50
			— SWITZERLAND —			
Basel		CP				625/50
Lusanne (Exp.)				62.25	67.75	625/50
Zurich (Exp.)			Swiss Gen. Post Office	55.25	60.75	625/50
			— TURKEY —			
Istanbul (Exp.)			Tech. University of Istanbul	62.25	67.75	625/50
			— U.S.S.R. —			
Kharkov (Exp.)			Govt.			300/?
Kiev			Govt.	77.25	83.75	625/50
Leningrad			Govt.	59.25	65.75	625/50
Moscow			Govt.	49.75	56.25	625/50
			— VATICAN CITY —			
Vatican City	HJV		Radio Vatican	185.25	174.1	819/50
			— VENEZUELA —			
Caracas	YVLV-TV		Television Venezolana	67.25	71.75	625/50
Caracas	YVKA-TV		Ministero de Communicaciones	77.25	81.75	525/60
Caracas	YVKS-TV		Radio Caracas	175.25	179.75	525/60
			— YUGOSLAVIA —			
Belgrad	YZO		Radiodiffusion Belgrad	42.5	47.0	625/50

NEW TV STATIONS SET FOR OPENING IN 1954

On this page, and the pages following, we list geographically the television station organizations planning to begin operations in 1954, together with channel numbers and, where possible, date for start of broadcasting.

City	Call Letters	Licensee	Channel	Expected Date On The Air
		ALABAMA		
Birmingham	WJLN-TV	Johnson Bcstg. Co.	48	*
Birmingham	WSGN-TV	Jemison Bcstg. Co., Inc.	42	*
Decatur	WMSL-TV	Tennessee Valley Bcstg. Co.	23	*
		ARKANSAS		
Little Rock	KARK-TV	Arkansas Radio & Eqpt. Co.	4	March
Little Rock	KETV	Great Plains Television Prop.	23	*
		CALIFORNIA		
Corona	KCOA	KOWL Bcstg. Co.	52	*
Los Angeles	KBIC-TV	John Poole Bcstg. Co.	22	*
Merced	KMER	Merced Tele. Corp.	34	*
Sacramento	KBIE-TV	John Poole Bcstg. Co.	46	*
San Bernardino	KITO-TV	KITO, Inc.	18	*
San Diego		E. L. Cushman	21	*
San Francisco	KSAN-TV	S. H. Patterson	32	*
San Jose	KVIE	J. A. Victor, Jr.	48	*
Yuba City	KAGR-TV	John Steventon	52	*
		COLORADO		
Grand Junction	KFXJ-TV	Western Slope Bcstg. Co.	5	*
		CONNECTICUT		
Bridgeport	WSJL	Harry L. Liftig	49	*
Hartford	WGTH-TV	General-Times Television Corp.	18	*
New Haven	WELI-TV	Conn. Radio Foundation, Inc.	59	*
New London	WNLC-TV	Thames Bcstg. Corp.	26	*
Stamford	WSTF	Stamford-Norwalk Television Corp.	27	*
		DELAWARE		
Dover	WHRN	Rollins Bcstg., Inc.	40	*
Wilmington	WILM-TV	Delaware Bcstg. Co.	83	*
		FLORIDA		
Clearwater		Pioneer Gulf Tele. Bctrs.	32	*
Jacksonville	WOBS-TV	Southern Radio & Eqpt. Co.	30	*
Miami	WMIE-TV	WMIE-TV, Inc.	27	*
Miami		Miami Biscayne Tele. Corp.	33	*
Orlando	WDBO-TV	Orlando Bcstg. Co., Inc.	6	April
West Palm Beach	WJNO-TV	Palm Beach Tele., Inc.	5	June
		GEORGIA		
Atlanta	WQXI-TV	R. W. Rounsaville	36	June
Augusta	WRDW-TV	Radio Augusta, Inc.	12	*
Thomasville	WCTV	E. D. Rivers, Sr.	6	*
Valdosta	WGOV-TV	WGOV-TV, Inc.	37	*
		IDAHO		
Boise	KTVI	Idaho Bcstg. & Tele. Co.	9	*
Idaho Falls	KIFT	Idaho Falls Tele., Inc.	8	*
Nampa	KFXD-TV	Frank E. Hurst & Sons, Inc.	6	*
Pocatello	KISJ	Tribune-Journal Co., Inc.	6	*
Pocatello	KWIK-TV	Eastern Idaho Bcstg. & Tele. Co.	10	*
Twin Falls	KLIX-TV	Southern Idaho Bcstg. & Tele. Co.	11	May
		ILLINOIS		
Champaign	WCUI	Champaign-Urbana Tele., Inc.	21	*
Chicago	WHFC-TV	WHFC, Inc.	26	*
Chicago	WIND-TV	WIND, Inc.	20	*
Evanston	WTLE	Northwestern Tele. Bcstg. Co.	32	June
Joliet	WJOL-TV	Joliet Tele., Inc.	48	*
		INDIANA		
Indianapolis	WJRE	Marion Bcstg. Corp.	26	*
Marion	WMRI-TV	Chronicle Pub. Co., Inc.	29	*
Terre Haute	WTHI-TV	Wabash Valley Bcstg. Corp.	10	*
Waterloo	WINT	Tri-State Tele., Inc.	15	March
		IOWA		
Cedar Rapids	KEYC	Hawkeye Tele. Corp.	20	*
Des Moines	WHO-TV	WHO-TV, Inc.	13	*

* Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
Mason City	KGLO-TV	Lee Radio, Inc.	3	*
Sioux City	KCTV	Great Plains Tele. Prop.	36	*
		KANSAS		
Topeka	KTKA	Alf M. Landon	42	*
		KENTUCKY		
Ashland	WPTV	Polan Industries	59	*
Lexington	WLAP-TV	American Bcstg. Corp.	27	March
Louisville	WLOU-TV	Robert Rounsaville	41	*
Newport	WNOP-TV	Tri-City Bcstg. Co.	74	*
Paducah	WTLK	Paducah Tele. Corp.	43	*
		LOUISIANA		
Alexandria	KALB-TV	Alexandria Bcstg. Co., Inc.	5	*
Alexandria	KSPJ	Barnet Brezner	62	*
Baton Rouge	KHTV	Capitol Tele. & Bcstg. Co.	40	*
Lafayette	KLFY-TV	Camelia Bcstg. Co., Inc.	10	*
Lafayette	KVOL-TV	Evangeline Bcstg. Co., Inc.	10	*
Lake Charles	KPLC-TV	Calcasieu Bcstg. Co.	7	*
New Orleans	WCKG	CKG Television Co.	26	*
New Orleans	WCNO-TV	Community Tele. Corp.	32	June
New Orleans	WTLO	New Orleans Tele. Co.	20	*
		MAINE		
Poland	WMTW	Mt. Washington TV, Inc.	8	September
		MARYLAND		
Baltimore	WITH-TV	WITH-TV, Inc.	60	*
Baltimore	WSID-TV	United Bcstg. Co. of E. Md., Inc.	18	*
Cumberland	WTBO-TV	Maryland Radio Corp.	17	*
Salisbury	WBOC-TV	Peninsula Bcstg. Co.	16	March
		MASSACHUSETTS		
Boston	WBOS-TV	E. Anthony & Sons, Inc.	50	*
Boston	WJDW	J. D. Wrather, Jr.	44	*
Brockton	WHEF-TV	Trans-American Enterprises, Inc.	62	*
Lawrence	WGLM	General Bcstg. Co.	72	*
New Bedford	WTEV	E. Anthony & Sons, Inc.	28	*
Pittsfield	WBEC-TV	Western Massachusetts Bcstg. Co.	61	*
Worcester	WAAB-TV	Wilson Enterprises, Inc.	20	April
		MICHIGAN		
Battle Creek	WBCK-TV	Michigan Bcstg. Co.	58	*
Benton Harbor	WHFB-TV	Palladium Pub. Co.	42	*
Detroit	WCIO-TV	UAW-CIO Bcstg. Corp.	62	*
Muskegon	WTVM	Versluis Radio & TV, Inc.	35	*
Saginaw	WSBM-TV	Booth Radio & TV Sta., Inc.	51	June
Traverse City	WPBN-TV	Midwestern Bcstg. Co.	7	May
		MINNESOTA		
Duluth	KDAL-TV	Rew River Bcstg. Co., Inc.	3	March
Duluth-Superior	WDSM-TV	WDSM Television Co.	6	March
St. Paul	WCOW-TV	WCOW Telecasting Co.	17	*
		MISSISSIPPI		
Columbus	WCBI-TV	Birney Imes, Jr.	28	*
Gulfport	WGCM-TV	WGCM Television Corp.	56	*
Jackson	WSLI-TV	Standard Life Bcstg., Inc.	12	March
		MISSOURI		
Cape Girardeau	KFVS-TV	Hirsch Bcstg. Co.	12	*
Cape Girardeau	KGMO-TV	KGMO Radio Television, Inc.	18	*
Clayton	KFUO-TV	Lutheran Church-Missouri Synod	30	*
Joplin	KSWM-TV	Air Time, Inc.	12	July
Kirksville	KBIZ-TV	KBIZ, Inc.	3	May
St. Louis	WIL-TV	Missouri Bcstg. Corp.	42	*
		MONTANA		
Billings	KRHT	Rudman-Hayutin Tele. Co.	8	*
Great Falls	KFBB-TV	Buttrey Broadcast, Inc.	5	*
Great Falls	KMON-TV	Montana Farmer, Inc.	3	*
Missoula	KGVO-TV	Mosby's, Inc.	13	June
		NEW HAMPSHIRE		
Keene	WKNE-TV	WKNE Corp.	45	*
		NEW JERSEY		
Atlantic City	WOCN	Matta Enterprises	52	*
New Brunswick	WDHN	Home News Pub. Co.	47	*
Trenton	WTTM-TV	People's Bcstg. Corp.	41	*
		NEW MEXICO		
Clovis	KNEH	Telepolitan Bcstg. Co.	12	*
		NEW YORK		
Albany	WPTR-TV	Patroon Bcstg. Co., Inc.	23	*
Bloomingdale	WIRY-TV	Great Northern Tele., Inc.	5	*

* Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
Ithaca	WHCU-TV	Cornell University	20	*
Jamestown	WJTN-TV	James Bestg. Co., Inc.	58	*
Poughkeepsie	WEOK-TV	Mid-Hudson Bestrs., Inc.	21	*
Rochester	WCBF-TV	Star Bestg. Co., Inc.	15	*
Rochester	WRNY-TV	Genesee Valley Tele. Corp.	27	*
Utica	WFRB	Richard H. Balch	19	*
Watertown	WWNY-TV	Brockway Co.	48	*
		NORTH CAROLINA		
Asheville	WLOS-TV	Skyway Bestg. Co.	13	*
Durham	WCIG-TV	T. E. Allen & Sons, Inc.	46	*
Goldsboro	WTVX	Goldsboro Tele. Corp.	34	*
Mt. Airy	WPAQ-TV	Ralph D. Epperson	55	*
Wilmington	WMFD-TV	WMFD-TV, Inc.	6	*
		NORTH DAKOTA		
Valley City	KXJB-TV	North Dakota Bestg. Co.	4	July
		OHIO		
Cleveland	WERE-TV	Cleveland Bestg., Inc.	65	*
Cleveland	WHK-TV	United Bestg. Co.	19	*
Lima	WIMA-TV	Northwestern Ohio Bestg. Corp.	35	*
Massillon	WMAC-TV	Midwest TV Co.	23	April
Youngstown	WUTV	Polan Industries	21	*
		OKLAHOMA		
Ada	KEOK	Eastern Okla. TV Co.	10	May
Enid		Streets Electronics, Inc.	5	June
Miami	KMIV	Miami Tele Co.	58	*
		OREGON		
Eugene	KVAL-TV	Eugene Television Inc.	13	*
Salem	KSLM-TV	Oregon Radio, Inc.	3	*
		PENNSYLVANIA		
Allentown	WFMZ-TV	Penn Allen Bestg. Co.	67	*
Allentown	WQCY	Queen City Tele. Co., Inc.	39	*
Erie	WSEE	Great Lakes Tele. Co.	35	March
Erie	WLEU	Commodore Perry Bestg. Serv., Inc.	66	*
Harrisburg	WCMB-TV	Rossmoyne Corp	27	March
Hazelton	WAZL-TV	Hazelton Tele. Corp.	63	*
Lancaster	WWLA	Harold C. Burke	21	*
Lewistown	WMRF-TV	Lewistown Bestg. Co.	38	*
Philadelphia	WIBG-TV	Daily News Television Co.	23	*
Philadelphia	WIP-TV	Pennsylvania Bestg. Co.	29	*
Pittsburgh	WTVQ	Golden Triangle TV Corp.	47	*
Williamsport	WRAK-TV	WRAK, Inc.	36	*
		RHODE ISLAND		
Providence	WPRO-TV	Cherry & Webb Bestg. Co.	12	*
		SOUTH CAROLINA		
Aiken	WAKN-TV	Aiken Electronics Adv. Corp.	54	*
Camden	WACA-TV	Camden Bestg. Corp.	14	*
Florence	WPDV	Jefferson Standard Bestg. Co.	8	*
Greenwood	WCRS-TV	Greneo, Inc.	21	*
Spartanburg	WORD-TV	Spartan Radiocasting Co.	7	*
Spartanburg	WSCV	Sterling Telecasting Co.	17	*
		TENNESSEE		
Chattanooga	WOUC	Chattanooga TV, Inc.	49	*
Chattanooga	WTVT	Tom Potter	43	*
Jackson	WDXI-TV	Dixie Bestg. Co.	9	*
Nashville	WLAC-TV	Life & Casualty Ins. Co.	5	*
		TEXAS		
Amarillo	KLYN-TV	Plains Empire Bestg. Co.	7	*
Beaumont	KBMT	Television Bestrs., Inc.	31	*
Corpus Christi		H. L. Hunt	43	*
Dallas	KDTX	UHF Television Co.	23	*
Dallas	KLIF-TV	Trinity Bestg. Corp.	29	August
Fort Worth	KTCO	Tarrant County Tele. Co.	20	*
Houston	KTVP	UHF Television Co.	23	*
Houston	KXYZ-TV	Shamrock Bestg. Co.	29	*
Lubbock	KFYO-TV	Globe News Pub. Co., Inc.	5	*
Lufkin	KTRE-TV	Forest Capital Bestg. Co.	9	*
Marshall	KMSL	Marshall Tele. Corp.	16	*
San Antonio	KALA	Alamo Television Co.	35	*
Sherman	KSHM	Sherman Television Co.	46	*
Sweetwater	KPAR-TV	Texas Telecasting, Inc.	12	*
Victoria	KNAL-TV	KNAL Television Co.	19	*
		UTAH		
Provo	KOVO-TV	KOVO Bestg. Co.	11	*
Salt Lake City	KUTV	Utah Bestg. & Tele. Corp.	2	*

* Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
		VIRGINIA		
Charlottesville	WCHV-TV	Barham & Barham	64	*
Marion	WMEV-TV	Mountain Empire Bcstg. Corp.	50	*
Richmond	WOTV	Winston-Salem Bcstg. Co., Inc.	29	*
		WEST VIRGINIA		
Beckley	WBEY	Appalachian Tele. Corp.	21	*
Wheeling	WLTV	Polan Industries	51	
		WISCONSIN		
LaCrosse	WKBT	WKBH Television, Inc.	8	
LaCrosse		LaCrosse Television Corp.	38	
Marinette	WMGB-TV	M&M Bcstg. Co., Inc.	11	July
		WYOMING		
Casper	KSPR-TV	Donald Lewis Hathaway	2	
		ALASKA		
Fairbanks	KFIF	Kiggins & Rollins	2	*
		HAWAII		
Honolulu	KULA-TV	Pacific Frontier Bcstg. Co., Ltd.	4	March

* Information not available.

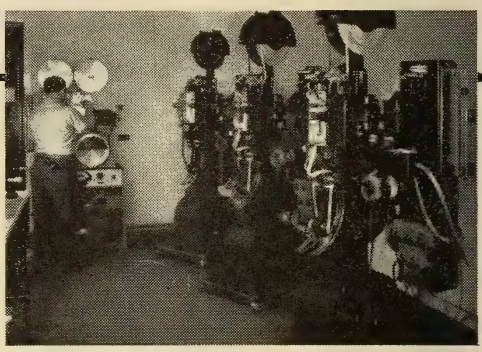
Radio-TV Receiver Production in 1953

Washington—A month-by-month breakdown of 1953 production of television and radio receivers, showing a total production for the year of more than 7.2 million TV's and 13.3 million radio receivers, as released by the Radio-Electronics-Television Manufacturers Assn., follows:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January ..	719,234	361,921	93,962	447,667	189,592	1,093,142
February .	730,597	402,742	87,711	491,062	210,924	1,192,439
March (5 weeks).	810,112	442,101	177,656	654,367	275,079	1,549,203
April	567,878	286,974	201,476	483,092	198,394	1,158,936
May	481,936	278,156	204,065	497,379	129,391	1,108,991
June (5 weeks)..	524,479	287,724	239,189	505,774	131,144	1,163,831
July	316,289	172,197	78,434	336,208	87,620	674,459
August ...	603,760	299,939	145,460	376,937	169,301	991,637
Sept. (5 weeks)..	770,085	529,427	147,355	357,326	182,417	1,216,525
Oct.	680,433	370,178	135,009	358,076	189,230	1,052,493
Nov.	560,197	457,151	127,316	309,962	171,356	1,065,785
Dec. (5 weeks).	449,787	514,428	103,931	365,084	117,672	1,101,115
TOTAL	7,214,787	4,402,938	1,741,564	5,182,934	2,041,120	13,368,556

PERFECT TV PRODUCTION REQUIRES

Precision Prints



STEP PRINTING ELIMINATES CONTACT SHIFTS

The sharpness of a print depends on close contact between original and print stock. In step printing at Precision, the two films are absolutely stationary during exposure. Timing and effects are produced without notching original. One-to-one optical sound printing assures broadcast quality.

YOUR ASSURANCE OF BETTER 16mm PRINTS

15 Years Research and Specialization in every phase of 16mm processing, visual and aural. So organized and equipped that all Precision jobs are of the highest quality.

Individual Attention is given each film, each reel, each scene, each frame — through every phase of the complex business of processing — assuring you of the very best results.

Our Advanced Methods and our constant checking and adoption of up-to-the-minute techniques, plus new engineering principles and special machinery enable us to offer service unequalled anywhere!

Newest Facilities in the 16mm field are available to customers of Precision, including the most modern applications of electronics, chemistry, physics, optics, sensitometry and densitometry—including exclusive **Maurer**-designed equipment—your guarantee that only the *best* is yours at Precision!

Precision Film Laboratories — a division of J. A. Maurer, Inc., has 14 years of specialization in the 16mm field, consistently meets the latest demands for higher quality and speed.

PRECISION

FILM LABORATORIES, INC.
21 West 46th St.,
New York 19, N.Y.
JU 2-3970

TV FILM PRODUCERS AND DISTRIBUTORS

☆

ABC Film Syndication
7 West 66th St., New York 23, N. Y.
V.P. in Chg.....George T. Shupert
Sales Mgr.....Donald L. Kearney

•

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128
Pres. & Dir. of Pro.....Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

•

Acme Film Laboratories
1161 North High'and Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

•

Acus Pictures Corporation
165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2255
President .....Patrick Shanahan
Services Offered — Films for television rental.

•

A. F. Films, Inc.
180 E. 60th St., New York 19, N. Y.
Phone: MU 8-1370
Pres. .....Rosalind Kossoff
Services Offered — Distribution of short films internationally produced. TV films for distribution in U. S. and Canada.

•

Aladdin Television Productions, Inc.
165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437
President.....Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer .....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....William Persons
Services Offered — Producer of films in series form for TV.

•

Alexander Film Co.
Alexander Film Bldg., Colorado Springs, Colo.
Phone: MAin 3-1771
N. Y. Phone: PEnnsylvania 6-3028
President.....J. Don Alexander
V.P. in Chg. Prod.....Don M. Alexander
V.P.....Don Alexander, Jr.
Sec'y-Treas.....E. B. Foster
V.P. in Chg. Sales.....M. J. McInaney
Production Mgr.....James Anderson
Dir. Advtg., Pub. Rel.....R. H. Geddy
Services Offered—Producer of TV commercials.

•

M & A Alexander Productions, Inc.
6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3414
President .....Arthur Alexander
Vice-President .....Max Alexander
Services Offered—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

•

All-Scope Pictures, Inc.
7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128
President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

•

Allegro Pictures, Inc.
4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952
Pres., Exec. Producer.....William Lava

•

Allen & Allen Productions
3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314
Directing Mgr.....George E. Allen
Services Offered—TV package programs.

•

American Film Co.
1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800
Mgr. .....Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

•

American Film Producers
1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915
Executive Producers.....Robert Gross, Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden
Services Offered—Sponsored motion pic-

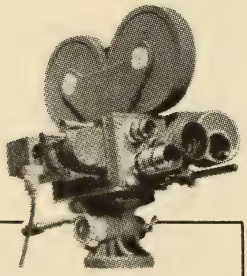
Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

From Maine to Texas

...MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times, "says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

•

Cable Address: JAMAURER

16mm maurer

maurer *means finer motion pictures!*

ture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

•

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood, Calif.
Phone: HOllywood 2-6281

Services Offered—Complete production facilities for the making of motion pictures for television.

•

Animated Productions Inc.

1600 Broadway, New York, N. Y.
Phone: COlumbus 5-2942

President ..... Al Stahl
Vice-President ..... Irwin Stahl
V.P. in Chg. Production..... Jack Weisberg

Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures, 35mm and 16mm, black and white, or color.

•

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

Manager..... A. L. Simon
Chief Animator..... Abe Blashko
Art Director..... William Steinel
Administration ..... Muriel Friedman

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

•

Evan J. Anton Productions, Ltd.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-0118

President..... Evan J. Anton
Vice-Pres. ..... Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

•

Arrow Productions, Inc.

7324 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: HOllywood 4-3118
N. Y. Phone: PLaza 7-2765

President ..... Milton Gordon
Vice Pres..... Edward Small
Secry-Treas. ..... Leon Fromkess

Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

•

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
812½-14 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882

President..... Louis Goldstein
Vice President..... Bob Seidelman
Treasurer..... Jerome S. Hyams

Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

•

Associated Program Service

(Division of Muzak Corp.)
237 West 54th St., New York 19, N. Y.
Phone: PLaza 7-7700

V.P.-Gen. Mgr..... Edward Hochhauser, Jr.

Services Offered—Exclusive TV distributor of Encyclopaedia Britanica Films. Lease of individual films and film packages.

•

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

President..... J. R. Bingham
Treasurer..... A. L. Fredrick
Director Adv. & Prom..... Robert Finehout

Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 140 industrial (free-loan) films, 60 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

•

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

Pres.-Treas..... Robert M. Savini
Exec. V.P..... Jacques Kopfstein
Secretary ..... Fred Bellin
Adv. Mgr..... Cy Eichman
Comptroller ..... Anthony Tarrell

Services Offered—Producer and distributor of films for TV.

•

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: LUxemburg 2-1287

President..... R. M. Savini
Exec. V.P., Sls. Mgr..... Jacques Kopfstein

Services Offered—Producer and distributor of features and short subjects.

•

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr..... L. P. Mominee
V.-P. Chg. Sales..... Edward Schager
V.-P. Chg. Adv. & Prom.. Frederick K. Barber
V.P. & Dir. of TV..... Norman C. Lindquist
V.P., Prod. Mgr..... Albert S. Bradish

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

RAMAR of the jungle

starring ***Jon Hall***

It's the *only* show of its kind in all television! No chance of sponsor *mis*-identification with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.

tpa

for station operators . . .

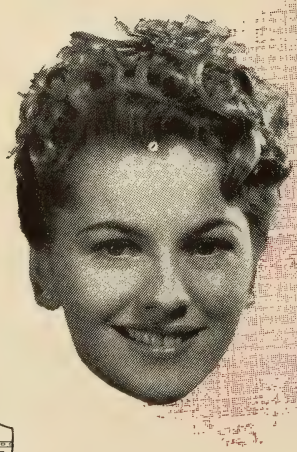
THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch . . . stations like to run . . . advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impressario whose sensitivity to public likes have given his productions a gross of more than $100,000,000.

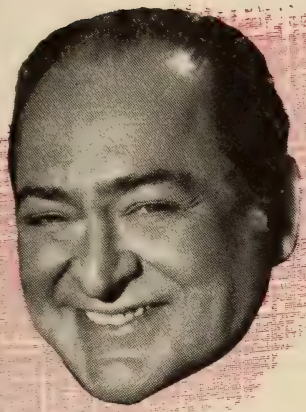
Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!



YOUR* STAR SHOWCASE

with your host, ***Mr. Edward Arnold***



Here's a successful, *tested* program – that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be *the* showcase for your product.

*Advertiser or brand name

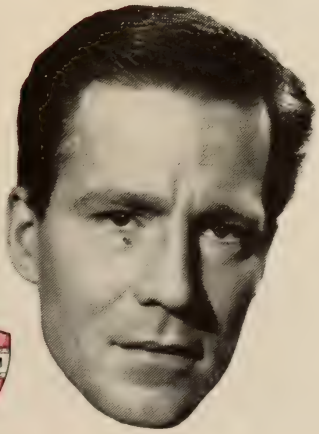
television Programs of America, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

coming soon . . .

THE ADVENTURES OF ELLERY QUEEN

starring ***Hugh Marlowe***



A brand new half-hour series with a tradition of outstanding success – in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years.

Now, with Hugh Marlowe in the title role, a series of 52 never-before seen or heard adventures are being filmed in Hollywood for May release.

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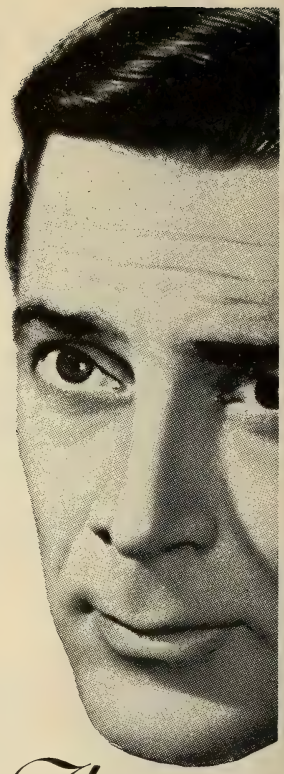
RACKET SQUAD: First run in over 110 markets — Second run in all others. A successful network show with a ready-and-waiting audience . . . combining fast-paced entertainment with public-service appeal . . . at just a fraction of its original cost!

THE PLAYHOUSE: First run in over 150 markets — Second run in all others. This star-studded series has a big-time, network quality that you couldn't duplicate for many times the cost to you. And you can use the famous names to spark a sales campaign!

Want *more* information? Each of these shows has an outstanding history of success and it's yours for the asking . . . call our office nearest you (see list at bottom).



RACKET SQUAD

98 episodes starring Reed Hadley as "Captain Braddock"

The Playhouse

52 famous dramas, with famous Broadway and Hollywood stars

ABC **Film Syndication**

In New York: Don L. Kearney, 7 West 66th Street, SU 7-5000
In Chicago: John Burns, 20 North Wacker Drive, Andover 3-0800
In Los Angeles: Bill Clark, ABC Television Center, Normandy 3-3311

Atlas Television Corp.

15 West 44th St., New York, N. Y.
Phone: MU 7-5535

President.....Henry Brown
Div. of East. Sales.....Jackson E. Dube
Div. of Mid-West Sales.....Pete Rodgers
Dir. of West. Sales.....Chas. Kennedy
Div. of Southwest Sales.....Wm. Dubensky
Booker .....Mitchell Sacks

Services Offered — American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

•

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered—Library of mood and bridge music.

•

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto, Ont.
Phone: CLifford 1-5211

President .....Arthur Gottlieb
Vice Pres.....Gladys Glad Gottlieb
Asst. to Pres.....Murray Briskin
Sec'y-Treas. .....Clem Williams

Services Offered—Producers of films for TV.

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: COlumbus 5-6771

President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney

Services Offered—Producer of TV commercials.

•

George Bagnall & Associates, Inc.

109 North La Cienga Blvd., Beverly Hills, Calif.
Phone: CR 15133

President.....George L. Bagnall
V.P.-Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist

Services Offered—Producer of films for TV.

•

Bailey Films, Inc.

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Phone: HIllside 7949

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Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder

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CHICAGO, 155 E. Ohio St., Whitehall 3-2600 Dick Feiner

DALLAS, 3905 Travis St., Logan 2628 Irv Feld

DETROIT, 2211 Woodward Ave., Woodward 1-2560 Marv Lowe

LOS ANGELES, 9100 Sunset Blvd., Crestview 1-6101 John Cole

TORONTO, (MPTV Canada Ltd.) 277 Victoria St., Empire 8-8621 Alex Metcalfe

Tom Bailey Productions, Inc.

722 North Fourth Ave., Tucson, Arizona
Phone: 21907

Pres., Exec. Producer.....Tom Bailey
Vice-President.....William Freytag
Secretary.....Jay Fuller
Treasurer.....Paul M. Arend, Jr.
Associate Producer.....Walter Kimmell
Dir. of Photography.....Albert Runkle

•

Barnett International Forwarders

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6080

President.....William Barnett
V.P., Secr'y.....Norman Barnett
Treas.....Alan Barnett

Services Offered: International film forwarders, packers and custom brokers.

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Basch Radio & Television Productions

(See Program Producers.)

Beacon Television Features Inc.

420 Boylston St., Boston 16, Mass.

President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane

Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc.

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Blinkey Productions Inc.

106 West End Ave., New York 23, N. Y.
Phone: SU 7-4429

Producer-Director .....Murray King
Technical Director.....Lucille Emerick
Production Supervisor.....Sydney Parker

Services Offered — Film producers, open-end films, TV series, video film commercials, package programs produced.

•

Fritz Blocki Productions

1152 No. Curson Ave., Hollywood 46, Calif.
Producer .....Fritz Blocki

Services Offered — Live TV show formats for local and/or network use.

ESPECIALLY MADE FOR TV!

GOODMAN'S ORIGINAL PRIZE WINNING WEATHER FORECAST JINGLES

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Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can bring bigger-than-ever profits to you.

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Phone: CRestview 4-5248

Pres., Exec. Producer.....William Boyd
Vice Pres.....Robert Stabler
Sec'y-Treas. .....Marguerite Cherry
Production Mgr.....Glenn Cook

Services Offered—Producer of films for TV.

•

Bray Studios Inc.

729 Seventh Ave., New York 24, N. Y.

President.....J. R. Bray
Vice-Pres. and Prod. Mgr.....Paul A. Bray
Treasurer .....M. Bray
General Mgr.....Max Fleisher
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films availbale for TV. Films on health, hygiene, physiology and aeronautics.

•

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8367

Sales & Program Mgr...Albert B. Buffington
Staging Mgr.....Milford Capman
Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

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Brandon Films Inc.

200 West 57th St., New York 19, N. Y.
Phone: CI 6-4868

Film Librarian.....Edith Zornow

Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

•

William F. Broidy Productions, Inc.

5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HEmpstead 6844

President.....William F. Broidy
V.P. & Sec'y.....Edward J. Kay
Prod. Mgr.....A. R. Milton
Adv. Dir.....I. L. Kaufman

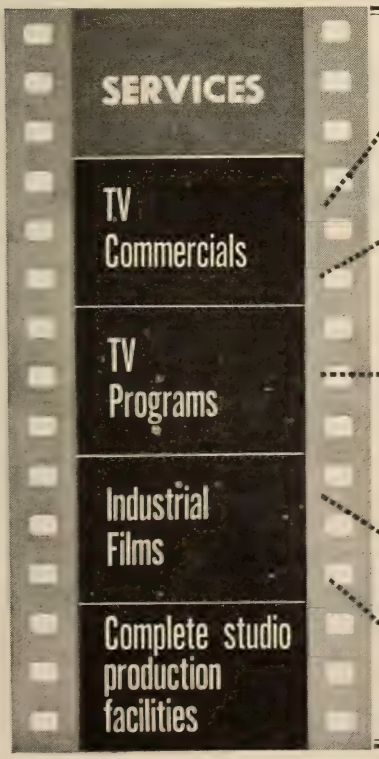
Services Offered—Full TV film production, including studio facilities, crew and executive personnel. Studios for rental. Package shows.

Productions—"Wild Bill Hickok," "Case History."

•

British Information Services —Film Division (Agency of the British Government)

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100



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"AMERICAN WIT AND HUMOR"

Starring

THOMAS MITCHELL

Director .....Charles Dand
Distribution Mgr.....Lester Schoenfeld
Radio Officer.....Jack Aistrop
Pub. & Adv. Mgr.....Joe Slevin
Services Offered—Official distributor in the United States of films produced by the British Government.

•

Calhoun Studios

266 East 78th St., New York 21, N. Y.
Phone: RE 4-8017
Director of Photography.....Brian Calhoun
Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill
Services Offered—Aid conditioned, soundproofed and completely equipped for the production of 16mm and 35mm motion pictures for Television, Industry, Education and Entertainment.

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N. Y. Phone: ACademy 4-2781
President .....Harvey Pergament
Vice Pres. .....Earl M. Robins
Sec.-Treas. .....Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs.

•

Campus Film Productions

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280
Exec. Pro.....Nat Campus
Services Offered—Film production under contract for clients specific use.

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Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6110
President.....David I. Pincus
Exec. V.P.....Harold M. Manser
V.P.....F. Burnham MacLeary
Production Mgr.....Mauri H. Goldberg
Services Offered—Industrial and TV films to order.

•

Caston Productions

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Sales Promotion.....William Beaudine, Jr.
Supervising Editor.....Stuart O'Brien
Services Offered—Producers of films for TV.

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Cavalier Enterprises

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174

President .....Robert Young
Vice Pres.....Eugene B. Rodney
Sec.-Treas. .....Ben Bisgeier

Services Offered—Owners and producers of "Father Knows Best" starring Robert Young on NBC for General Foods. Preparing same on film for TV.

•

CBS-TV Film Sales

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

Vice-Pres. in Charge.....Merle S. Jones
Operations Director.....Fred J. Mahlstedt
Gen. Sales Mgr.....Wilbur S. Edwards
Prom. Mdsg. Mgr.....Walter A. Scanlon

Branch Offices
410 N. Michigan, Chicago, Ill.
Phone: WH 4-6000

Exec. in Charge.....Wm. Perkinson

1313 N. Vine St., Los Angeles 28, Cal.
Phone: HOllywood 9-1212

Exec. in Charge.....Thomas Moore

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Phone: MUrray Hill 5-7220

Owner.....Hubert V. Chain

Services Offered—Custom built video film programs and commercials.

Bruce Chapman Co.

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Phone: WIsc. 7-9244

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Sec'y-Treas. .....Edna Chapman

30 Rue de Gramont, Paris, France
Phone: Richelieu 80-04

Director .....Dan Morely

Services Offered—Producer of TV films and commericals; industrial and educational films; dubbing in U. S. and Europe.

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Charter Oak Tele-Pictures

846 7th Ave., New York, N. Y.
Phone: CIrcle 6-2508

President.....Louis Cavrell

Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films.

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Cineffects, Inc.

115 W. 45 St., New York 36, N. Y.
Phone: CIrcle 6-0951

President .....Nathan Sobel
Secretary-Treasurer .....Irving Hecht

Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

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ROYAL PLAYHOUSE
HOLLYWOOD OFF BEAT—
Melvyn Douglas

1952

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HEART OF THE CITY
OLD AMERICAN BARN DANCE

1953

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FULTON LEWIS JR.
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ROCKY JONES, SPACE RANGER
DOUBLE PLAY—Day & Durocher
—and even more—for '54

1954

LONE WOLF—Louis Hayward
WATERFRONT—Preston Foster
WHERE WERE YOU—Ken Murray
O'HENRY TV PLAYHOUSE
AUTHOR'S PLAYHOUSE
THE RUGGLES
MANHUNT

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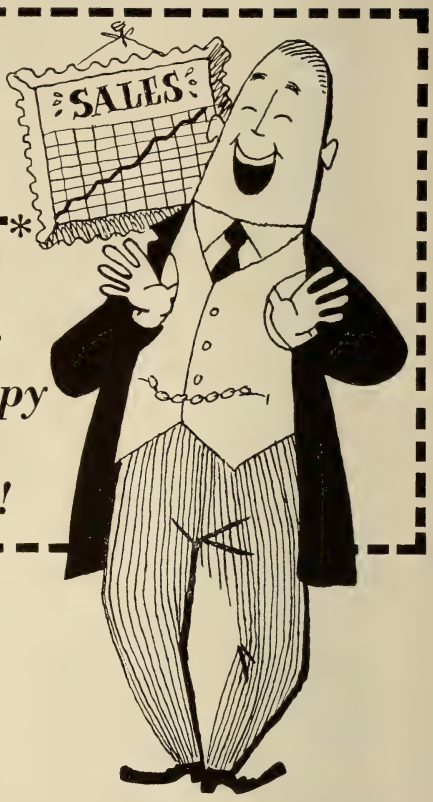
and be a happy buyer too!



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UNITED TELEVISION PROGRAMS INC.

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Phone: HOllywood 2-7464

President.....Harold A. Scheib
Vice-President.....Ernest W. Arcella Jr.

Services Offered—Complete optical printing service, specializing in color duplicate negatives and blow-up release prints.

•

Cinema Service Corp.

106 West End Ave., New York 23, N. Y.
Phone: TRafalgar 3-1411

President .....Joseph Seiden
Camera Department.....Harold H. Seiden
Sound Department.....Herbert C. Bloom
Set Design.....James Pratt
Sales .....Phillip Feld

Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

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Cinescope Films

42-45 160th St., Flushing, N. Y.
Phone: FLushing 8-1935

President .....George L. George

Services Offered—Industrial, documentary, theatrical and TV films to order.

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Cinemart International Corp.

332 E. 44th St., New York 17, N. Y.
Phone: ORegon 9-4430

President .....Varian Fry
Vice Pres.....Walter T. Colquitt
Sales Mgr.....Julius P. Witmark, Jr.
Producer-writer.....Louis F. Gittler
Director-Editor .....William Kryiakys

Services Offered — Producers of commercials, program films and documentaries.

•

Cine-Tele Productions

6325 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 5-3376

Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Cameraman .....Jesse Davis
Script Writer.....Dale Imus

•

Cineque Colorfilm Labs, Inc.

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President .....Sam Marcus

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, duplicating, 16 and 35mm

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5358 Melrose, Hollywood 38, Calif.
Phone: HO 9-6291

Pres., and Chairman of the Board....Mrs. Dorothy Clune Murray
Executive Director.....Werner Janssen
National Sales Director..Linwood P. Beacom

●

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 1-7105

Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Film Editor...Robert Warwick, Jr. (A.C.E.)
Art Director.....James Sullivan

Services Offered: Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; The Clyde Beatty Show, Radio, transcribed open end shows ½ hr.: TV, 13 ½ hr. films in color.

●

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456

President.....Mortimer D. Sackett
Treasurer .....S. Sackett
Secretary .....A. Goldstein

Services Offered—TV producers and distributors.

●

Consolidated Television Sales

Sunset at Van Ness, Hollywood 28, Calif.
Phone: HOllywood 9-6369
N. Y. Phone: MUrray Hill 6-7543

General Mgr.....Peter M. Robeck
Eastern Sales Mgr.....Halsey V. Barrett
West. Sls. Mgr.....D. W. Whiting
Advertising, Prom. Mgr.....John M. Asher
Mid-West Sales Mgr.....R. H. Gedney
Southern Sales Mgr.....Richard P. Buch

Services Offered—National distribution and sale of television films.

Productions — "Front Page Detective," "Public Prosecutor," "Crusader Rabbit," "Hollywood Half Hour," "Television Close-ups," "Time For Beany" and others.

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Frank Cooper Associates Agency

6277 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 9-3737
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2

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V.P., Chg. N. Y. Office.....Sy Fischer
Mgr. Hollywood Office.....Martin Sperber

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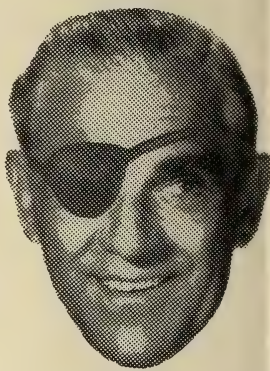
A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

Let "COLONEL MARCH" sell for you on a regional or syndicated basis at amazingly low costs! 26 weeks of programming available.



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Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

•

Cornell Film Co.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650
President.....J. Milton Salzburg
V.P., Sales Mgr.....David B. Dash
Adv. Mgr., Asst. Sls. Mgr.....S. J. Krumholz
Services Offered—Producers and distributors of features and shorts.

•

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448
President .....Tom Corradine
Vice President.....Bob Nunes
Services Offered—Service Television stations and agencies with all types of film programming. Library includes: Features, westerns, half hour and fifteen minute shows produced especially for TV.

•

Courneya Productions

633 No. Almond Dr., Hollywood, Calif.
Phone: CRestview 4-5621
Owner-Producer .....Jerry Courneya
Vice Pres.....Henry E. Huntington
Sec.-Treas. .....Hugh Purcell
Services Offered—Short subjects, Features, and Commercials.

•

Clayton W. Cousens Prods.

333 W. 78th St., New York 24, N. Y.
Phone: TRafalgar 3-5870
President.....Clayton W. Cousens
Production Dir.....Ralph Porter
Services Offered—Producers of TV fashion shows and commercials.

•

Crest Television Productions

10361 McCormick St., No. Hollywood, Calif.
Phone: SUnset 2-3138
President .....Lloyd Friedgen
Sec.-Treas. .....Elva Fraser
Associate .....Meyer Willner
Services Offered—Distribution and production of features for television.

•

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles 46, Calif.
Phone: Crestview 1-1171
N. Y. Phone: PLaza 7-2277
President.....Everett N. Crosby
Vice President.....John O'Melveny
Vice President-Secretary..Todd W. Johnson
Exec. V.P.....Basil F. Grillo
V.P. Chg. Sales.....Charles B. Brown
Treasurer-Controller.....Homer O. Duerr
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•

Crown Cinema Corporation

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Phone: MU 8-6345

President .....James Hsu
Secretary .....Morley Cho
Assistant Secretary.....Samuel E. Grant

•

Crown Pictures Interntaional

961 N. La Cienega Blvd., Hollywood 46, Calif.
President .....Jack Covel
Exec. V.P. .....Samuel Singer
Sec.-Treas. .....Sidney Michelson
Services Offered—Package TV programs, syndicate film.

•

Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5130

President .....Melvin M. Hirsh
Services Offered—Distributor of features, western, dramas and travelogues.
Current Production—Half-hour shows in Europe.

Shamus Culhane Productions

207 East 37th St., New York 17, N. Y.
Phone: MUrray Hill 2-8243

President .....Shamus Culhane
Vice-President .....Morris Coppersmith
Sec. & Treas.....Maxine Marx
Services Offered—complete production of animated and live-action motion pictures and slide-films. Television commercials and industrial films also in black and white and color. Permanent staff includes producers, directors, animators, editors, creative writers, and production designers and cameramen.

•

Gordon M. Day Prods.

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Director, Producer.....Carol Bulkley
Production Mgr.....Edith Adelson
Treas. .....Leo Reich
Services Offered—Producers and jingles and spots.

•

D. P. M. Productions, Inc.

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Phone: MU 2-0040

President.....Dorothy P. Maulsby

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De Frenes Co.

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Vice Pres.....Mildred Demby
Acct. Supervisor.....Hunter W. Smith
Film Editor.....Myron L. Broun

Services Offered—Production of live and filmed TV shows and commercials.

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Dephoure Studios

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Phone: BEacon 2-5722

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Services Offered—Motion picture production, studio facilities, processing laboratory, b&w and color printing, editing, slides and slidefilms, magnetic and sound on film recording.

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254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7621

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Exec. V.P.....Tom Dunford

Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

Desilu Productions, Inc.

Business Office:
846 Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 9-5981

President .....Desi Arnaz
Vice-President .....Lucille Ball
Exec. V.P.....Martin Leeds
Secretary-Treasurer.....Andrew G. Hickox
Representative.....Don W. Sharpe
Publicity .....Ken Morgan

Services Offered—Complete production facilities from script to final editing.

•

Sherman H. Dryer Productions

667 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7827

President.....Sherman H. Dryer

Services Offered—TV programs, talent, scripts.

•

Dudley TV Corp.

9908 Santa Monica, Beverly Hills, Calif.,
Phone: CR 1-7258
501 Madison Ave., New York, N. Y.
Phone: EL 5-1076

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Services Offered—Distributor and syndicator of features and TV series.

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112 West 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221
President .....Henry Morley
Ch. of Board.....Nathan Zucker
Exec. Prod. .....Lee Bobker
Film Dist. Dir.....Margaret Pfeiffer
Editorial Chief.....Luke Bennett
Story Editor.....Lester Becker
Production Mgr.....John Zane
Sound Engr.....John DeBlau
Services Offered—Complete motion picture production in both 16 mm and 35 mm, sound recording studios, sound stages, film distribution, commercials, films for industry, documentaries, TV film packages, mobile sound and camera units for location production.

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Educational Films Corp.

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Vice President.....V. H. Hammons
Vice-Pres.....Bernard J. Prockter
Treasurer .....John Prockter
Secretary .....L. Lowinthan
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Dougfair Corp.

666 N. Robertson Blvd., Los Angeles 46, Cal.
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V.P., Treas.....Fred Hoar
Vice Pres.....Irving Rubine
Services Offered—Producer of TV series.

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Corp. Sec'y.....Jeanne Osen Remusat
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Vice-Pres. .....Dr. Harold S. Wadro
Sec.-Treas. .....Hazel F. McCabe
Chg. Prod.....F. Richard Mansfield
Mgr., Wash.....Edythe Galey
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Gen. Mgr.....Jesus Nieto M.
Sales Mgr.....Luis Gurza V.
Services Offered—Production of documentary films, film commercials, filmspots, musicals, etc.

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Excelsior Pictures Corp.
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Phone: CIrcle 5-6157
President .....Walter Bibo
Services Offered—Rent various features and shorts.

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Services Offered—Motion picture films for TV, feature and half hour length.

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Owner & President.....Louis D. Colson
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Sales Mgr.....Fenton McHugh
Production Manager.....John McKennon
Director, Sound Dept....Lawrence Aicholtz
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

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Vice President.....Harry Joe Brown
Member Bd. of Dir.....Randolph Scott

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Paul J. Fennell Co.
404 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: CRestview 6-0847
40 E. 40 Street, New York 16, N. Y.
N. Y. Phone: LExington 2-2384
President-Producer.....Paul J. Fennell
V.P.-Tech. Dir.....John E. Burks
Writer-Art Dir.....Donald B. Driscoll
Services Offered—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons.

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Vice-President .....Joe Mack
Secretary .....Bernard Mack
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Production Exec.....F. H. Fodor
Dir. of Programming.....Bob Marx
Technical Manager.....Paul Schmutz, Jr.
Film Distribution Mgr.....Hamilton Warren
Services Offered—TV films of all types.
Productions—"You Bet Your Life" and "Mark Twain Television Theater" series for national sales.

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Filmeffects of Hollywood
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Services Offered—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television. Special effects, blow-ups, reductions, color release printing, slide film duplication experimental projects.

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Phone: Murray Hill 2-0040

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V.-Pr. .....Birger Nordholm
Treasurer .....Henry Pillichody
Secretary.....William Rosenfeld
Exec. Dir. .....Maurice T. Groen

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Phone: LO 5-1379

Owner .....Frieda Fishbein

Services Offered—Representing authors on material for radio and television.

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Five Star Productions, Inc.

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Phone: HOllywood 3-4807

Exec. Producer.....Harry Wayne McMahan
Production Dir.....Chet Glassley
General Mgr.....Taylor Bvars
Casting .....Judy McMahan
Secretary-Treas.....Bernice C. McQuown

Services Offered—Motion picture and TV film spots.

•

Flying A Pictures, Inc. and Range Rider Productions

6920 Sunset Blvd., Hollywood 28, Calif.
Phone: HO. 9-1425

President .....Armand Schaefer
Executive Producer.....Louis Gray

Productions—in release or prod.—78 half hour television screenplays starring Gene Autry, 78 half hour television screenplays starring The Range Rider and Dick West (both series distributed by C.B.S. TV Film Sales). 20 Dealth Valley Days half hour television screenplays made for Pacific Coast Borax and handled by the McCann Erickson Advertising Agency.

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(Productions Division)
104 S. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0501

President .....Leonard Shane
Exec. V.P.....Maxim Konecky
Prod. Coordinator.....J. M. Lench
Office Manager.....Jeanne McFarland

Services Offered: Television film commercials, tailor-made and syndicated starring Pat Buttram, Range Rider & Dick West, Jon Hall, Rocky Jones, Vargas Girls, etc.

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Citizens Bank Building, Pasadena 1, Calif.
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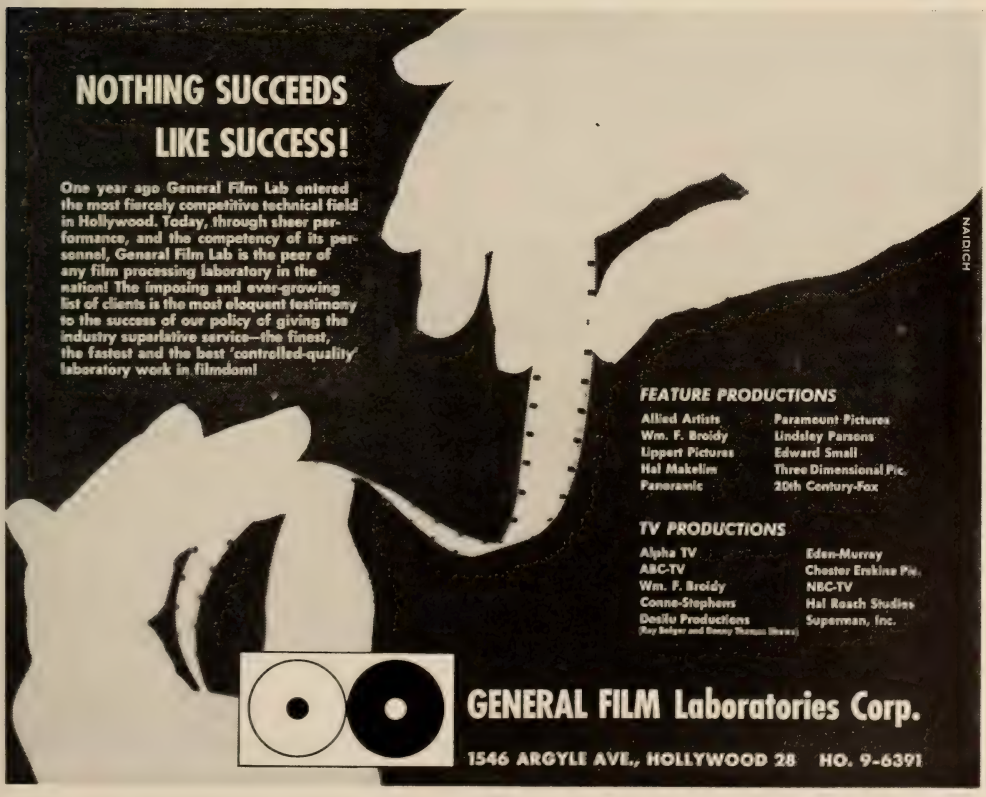
Chairman of the Board.....John I. Bolen



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Asst. to Pres.....Lee Volker
Mgr. (Mexico).....Rene Anselmo
Services Offered—Package producers and procurers of feature films, shorts, cartoons and scripts for overseas radio & TV stations. Representatives in Mexico City, London, Rome, Berlin, Tokyo, Sydney, Manila and Johannesburg.

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545 Fifth Ave., New York 17, N. Y.
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President .....Hardie Frieberg
Treasurer .....Bernard Samuels
Secretary .....Fluff Blome
Services Offered — Program productions, talent, live and film TV programs.

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President .....Leon Fromkess
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Chg. of Production.....E. J. Spiro
Chg. of Distribution.....Herbert Dietz
Office Manager .....Jean Pomerance
Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

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Paul Garrison Productions, Inc. (Workshop Productions, Inc.)

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Phone: CRestview 5-4373
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General Film Laboratories
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Phone: HOllywood 9-6391

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6618½ Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-0406
Owner .....Sid Glenar
Services Offered—Producer of theatrical, educational, commercial, TV motion pictures. Complete animated cartoon facilities.

•

Governor Television Attractions, Inc.
151 West 46th St., New York 36, N. Y.
Phone: JUdson 2-1877
President.....Arthur Kerman
Services Offered—Distributors of feature films and shorts to television stations.

•

Harry S. Goodman Productions
19 E. 53rd St., New York, N. Y.
Phone: PLaza 5-6131
President.....Harry S. Goodman
Television Director.....Dan Goodman
Secretary.....H. D. Knuth

•

Guild Films Co., Inc.
420 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-5365
President .....Reub Kaufman
V.P. .....Lou Shainmark
Gen. Sls. Mgr.....B. Goldman
Exec. Prod.....Wm. Berke
Secretary .....Jane Kay
Services Offered—TV package programs. Stock shot library. Feature films for television.
Productions—"Liberace," "Invitation Playhouse," "Lash of the West," Sports Library.

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Phone: JUdson 6-1700
Owner .....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

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650 No. Bronson, Los Angeles, Cal.
Phone: HO 9-8321
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Producer .....Philip N. Krasne
Casting Dir.....Lynn Stalmaster
Publicity Dir.....Al Joyce
Services Offered—Studio facilities for TV and motion picture producers. Currently producing "Big Town" for Lever Bros. and "Lone Wolf" for syndication.

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535 N. Laurel Ave., Los Angeles 48, Calif.
Phone: Walnut 2068

Owner .....Herman Hack

Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

•

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
Phone: 5924

President.....Leo A. Handel
Vice President.....John Mansure
Secretary .....Monroe Manning

Services Offered—Production of films for television, production of film commercials.

•

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060

President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.P. Training Devices.....John Campbell
V.P. Sls. Devel.....Everett Schafer
V.P. Cust. Contact.....George B. Finch
V.-P. Automotive Contacts...Wm. G. Luther
Secretary.....Avery W. Kinney
Treasurer.....Allan E. Gedelman

Services Offered — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

•

Harriscope, Inc.

355 North Beverly Drive, Beverly Hills, Calif.
Phone: CRestview 6-4632

President.....Burt I. Harris

Services Offered — Harriscope produces filmed commercials and programs for television. Package live shows and distribute film series for TV.

•

Mark Hawley Associates, Inc.

133 East 54th St., New York 22, N. Y.
Phone: PLaza 1-0450

President.....Mark H. Hawley

Services Offered—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

•

Hawley-Lord, Inc.

205 E. 43rd St., New York 7, N. Y.
Phone: OXford 7-2520

President .....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary .....Gordon Shadwick

Services Offered — Production of 16 mm. color motion picture shorts on hunting and fishing.

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Pres. & Gen. Mgr.....Sam Hayes
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Services Offered—Radio news programs; short subjects commentaries; motion picture news and sports commentaries.

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Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174
Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

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Hile-Damroth, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-2078
President.....Charles B. Alling, Jr.
Vice-President.....James L. Hile
General Manager.....John J. Collins
Services Offered—1 minute commercials.

●

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....Ruby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

●

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
President.....Jack H. Hoffberg
Services Offered—Motion pictures for television.

●

Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 4-7191
Partners.....Ben & Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

●

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.
Phone: HOllywood 2-2301
President .....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

●

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508
Producer .....Lucille Hudiburg

●

Hurrell Productions Inc.

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President.....George E. Hurrell

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RKO Bldg., 1270 6th Ave., New York, N. Y.
Phone: JUdson 6-3442
Services Offered—TV package programs (and commercials) and production.

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HYGO Television Films, Inc.
60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
812½-14 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882
President.....Jerome S. Hines
V. P. & Treas.....Louis Goldstein
Sales Mgr.....Bob Seidelman
Services Offered: Quality feature films for television.

•

Ideal Pictures, Inc.
58 E. So. Water St., Chicago 1, Ill.
Phone: FInancial 6-5245
President.....Paul R. Foght
Asst. General Manager.....Carl Ross
Services Offered—16mm. sound films for television exhibitors.

•

Imppro Productions, Inc.
c/o Hal Roach Studios
8822 W. Washington Blvd., Culver City, Cal.
Phone: TE 0-2761
President.....Herbert L. Strock
Vice-President.....Richard G. Taylor
Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

•

IMPS, Inc. International Movie Producers' Service
515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
N. Y. Phone: PLaza 7-4823
President .....Ben Gradus
Partner.....Victor M. Ratner
Production Supervisor.....Walter Sachs
Studio Manager.....Harry Wolf
Dir. of Sales.....Ezra R. Baker, Jr.
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

•

Intercinema, Inc.
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President.....Edmund M. Sciullo
Managing Director.....John del Re
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Chairman.....Edward Gruskin
President.....Martin H. Poll
Services Offered: Producers of TV films.

•

International Film Foundation, Inc.

345 East 46th St., New York 19, N. Y.
Phone: OX 7-1888
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

•

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIrcle 6-4486
Executive-Pres. .....J Allen Julier
Services Offered—Producers of educational motion pictures.

•

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800
General Mgr.....Seymour Berkson
Editor-in-Chief .....Barry Faris
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
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International Movie Producers' Service

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Phone: ELdorado 5-6620
Studios: Ben Gradus Studios, Ltd.,
321 W. 56th St., New York 19, N. Y.
Phone: PLaza 7-4823
President .....Ben Gradus
Partner.....Victor M. Ratner
Production Supervisor.....Walter Sachs
Studio Manager.....Harry Wolf
Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

•

International 16mm. Corp.

(See Program Producers)

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International Tele-Film Productions, Inc.

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President .....Paul F. Moss

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Commentator

TV & Radio

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Vice-President.....Lloyd Lind
Services Offered—Production and distribution of motion pictures for television. 30 minute package shows.

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Phone: CR 1-7131
President.....Lou Irwin
Associate .....Ted Wilk
Exec. Secretary.....Jay Schlein
Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

●

Jamieson Film Co.

3825 Bryan St., Dallas, Texas
Phone: TE 8158
Manager.....Hugh V. Jamieson
Services Offered—Complete production service, industrials, TV spots, TV entertainment, sound service.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370
Director .....Leon Jason
Services Offered—TV film, production, talent, puppet design.

●

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474
President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Natl. Sales Representative.....Carl Wester
Treas. .....Lincoln Douglass
Musical Dir.....Richard Dix
Secretary.....M. P. Casey
Editor .....James Lawrence
Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots. Current productions, "Silver Eagle," "The King's Jester Show."

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Junior Programs, Inc.

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Services Offered—Package shows for chil-

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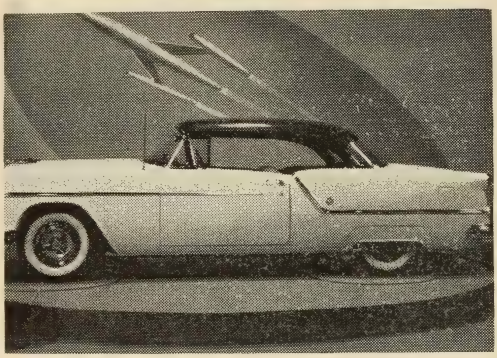

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Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

•

Roger Kay Enterprises, Inc.

60 Sutton Place S., New York, N. Y.
Phone: PL 3-0549
Executive Producer .....Roger Kay
Services Offered — Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.

•

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4830
Pres., Exec. Prod.....Victor F. Kayfetz
Animation Dept. Dir.....Abe Blashko
Art Director.....Wm. L. Steinel
Services Offered—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.
Productions—The Water World TV Series.

•

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1833
President .....Herbert Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.

•

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400
N. Y. Phone: PLaza 9-4770
Hollywood Phone: HOllywood 5-8878
President .....Robert Eirinberg
Vice-President .....Lee Blevins
Dir. Motion Pic. & TV Dir.....Fred Niles
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

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Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Secy.-Treas.....Mary Morrissey

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SUsquehana 7-4429

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360 N. Michigan, Chicago 7, Ill.
Phone: RAndolph 6-5246
Owner .....Larry Kurtze
Services Offered—Development of live or filmed TV shows. General copy and production services for broadcast media.

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Lalley & Love Inc.

3 East 57th St., New York, N. Y.
Phone: ELdorado 5-1382
President and Production.....James A. Love
Editor .....Bill Henry
Script Dir.....Ardis Smith
Sales.....C. Austin Love
Services Offered—TV spots and programs, also industrial films.
Productions—"Professor Yes 'N' No," consecutive 15-min. TV series.
(*See Page* 950)

●

Ely Landau, Inc.

101 W. 55th St., Suite 1-A, New York 19, N.Y.
Phone: COlumbus 5-8646
President.....Ely A. Landau
Services Offered—Television programs on film for national, regional and local sponsorship.
Productions—"The Bill Corum Sports Life Program," "The Passerby," "Man's Heritage."

●

Albert Lang Productions

KTTV, Sunset Blvd., Hollywood 28, Cal.
Phone: HU 2-7111
Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec'y.....Olga Haney
Services Offered: Writing, producing, distributing TV commercial films.

●

Larchmont TV Studios

210 No. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HOllywood 9-2895
Manager .....Jack Miles
Services Offered—Large TV film sound stage. Every service available for 16mm & 35mm producer. Specialize in TV film commercials.

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Lawrence & Lee, Inc.

Equitable Bldg., Hollywood & Vine, Hollywood 28, Calif.
Phone: HIllside 0101
President .....Jerome Lawrence
Vice-President.....Robert E. Lee
Services Offered—Production consultants.

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Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242
President.....Robert L. Lawrence

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CIrcle 6-2508

V.P. Studio Operations.....Louis Mucciolo
V.P. Sales.....Mickey Dubin
Casting Director.....Barbara Cooper
Treasurer .....Philip Kornblum
Chief Film Editor.....Henry Traiman
Services Offered—Film—to order—television commercial announcements and television package programs.

•

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.
Pres., Head of Prod.....Mitchell Leichter
General Mgr.....Dick Peterson
Services Offered—Producer, distributor of films for television.

•

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
Producer-Director .....Gene Lester
Chief Technician.....Robert Ernst
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Sound .....Robert Ernst
Services Offered—TV film packages and commercials.
Productions—"Hollywood on the Line," "Assignment Unknown" and others.

•

Lewis & Martin Films, Inc.

218 S. Wabash Ave., Chicago 4, Ill.
Phone: WEbster 9-6434
President .....Martin Schmidhofer
Vice-President .....Dick Lewis
Secretary-Treasurer .....Herschell Lewis
Production .....Rudy Bratt
Services Offered—Motion picture production, script-writing, sound recording, still photography, slide-films, package shows, animation, commercial story films.

•

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 5-7960
President .....Miss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas. .....M. Briese
Exec. Director .....C. Mandell
Exec. Prod. & Ch. Eng....Charles M. McCoy
Producer.....John Leslie Hamilton
Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

•

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450
President.....Paul N. Robins
Manager .....Joan Raphael
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts of all types; some domestic.

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Washington 4, D. C.
Phone REpublic 7-2382

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-President.....Robert M. Savini
Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

•

Robert Longenecker Agency

8428 Melrose Place, Los Angeles 46, Calif.
President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

•

Loucks-Norling Studios, Inc.

245 W. 55th St., New York 19, N. Y.
Phone: CIrcle 7-2366
Partners.....J. A. Norling & Wil Marcus, Hans Tiesler
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

•

M A C Studios

Hollywood Roosevelt Hotel, Hollywood, Cal.
Phone: HOllywood 3-7141
Vice-President.....Howard Grafman
Services Offered—Production of films for television and industry.

•

Magnetic TV Sound Company

111 South Washington St., Green Bay, Wisc.
Phone: Adams 2554
President.....James C. Gallagher
Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

•

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2931
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990
President .....Irving Lesser
Vice President.....Seymour Poe
Services Offered—Distributors of feature length pictures—half-hour Series and film shorts.

•

Marathon TV Newsreel Inc.

125 East 50th St., New York 22, N. Y.
Phone: MU 8-0985
President .....Konstantin Kaiser
Production .....Ken Baldwin
Services Offered—Public information films

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Steve Fitzgibbon
or Don Langan
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145 West 45th St. New York
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produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups.

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Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: RO 9-2461
Exec. Producer.....Stanley Meyer
Producer .....Michael Meshekoff
Director .....Jack Webb
Services Offered—Produce half-hour TV film & radio dramatic series—"Dragnet."

•

Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: CR 6-8796
President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

•

Robert Maxwell & Associates

1041 North Formosa Ave., Hollywood 46, Cal.
Phone: HOllywood 7-5111
Producer Robert Maxwell
Director .....Les Goodwins
Photographer .....Harold Stine
Services Offered—Series of 39 half hour filmed television shows of "Lassie."

Medallion Productions

1570 North Gower St., Hollywood 28, Calif.
Phone: HOllywood 2-3313
Production.....John A. Ettinger
Creation.....Robert A. Forrest
Services Offered—Production of film programming and commercials for television. Packaging of live programming, local and network.

•

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 5-1101
President .....V. E. Ellsworth
Vice-President.....D. L. Monahan
Sec.-Treas.....G. C. Cable
General Mgr.....Olivia Eastus
Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

•

MCA, TV, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
V.P. in Charge.....David Sutton
Eastern Regional Mgr.....Kirk Torney
Branch Offices
Union Commerce Bldg., Cleveland, O.
Phone: CHerry 1-6010
Exec. in charge.....De Arv Barton

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Executive Producer

"Ramar of the Jungle"

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430 N. Michigan Ave., Chicago, Ill.
Phone: DElaware 7-1100
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2102 N. Akard St., Dallas, Tex.
Phone: PRospect 7536
Exec. in charge.....Pat Dunavan
105 Montgomery St., San Francisco, Calif.
Phone: EXbrook 2-8922
Exec. in charge.....Maury Baker
9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 6-2001
Exec. in charge.....Bob Greenberg
Services Offered—Producer, distributor TV series.

●

Charles Michelson, Inc.

15 West 47th St., New York 19, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson
Divisional Sales Mgr.....Ray Linton
Services Offered—Open end TV film program series; special Christmas spots film series; minute film spots for jewelry store sponsorship; E. M. I. Gennett and Speedy-Q sound effect record library.

●

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

●

Morton Television Productions Inc.

64 E. Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered—15 minute teleplays, vignette stories about history, science, art, literature, music, etc., O'Henry-type endings. Series called "This Is the Story."

●

Motion Picture Center Studios

846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-5981
Pres., Gen. Mgr.....Joseph Justman
Assistant-Secretary.....Joseph A. Schwalb
Studio Mgr. & Comptroller..John K. Brent
Services Offered—Television rental studio —9 stages and complete facilities.

●

Motion Picture Productions Inc.

(See Program Producers)

●

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif.
Phone: BRighton 0-4757
President.....Harry O. Hoyt
Sales Manager.....J. H. de la Chesnaye
Production.....E. G. Hayter
Services Offered—Produce all kinds of 16mm motion pictures, preferably in color under contract with sponsors with the accent on the organization and presentation of material both for industry and TV.

●

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Dir. of National Sales.....Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

●

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200
President.....W. C. Michel
Producer .....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors....Harry Lawrenson, Louis Tetonic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhart
Asst. Assignment Dir.....Art Sorenson
Services Offered — Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

●

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144
President .....Owen Murphy
General Manager.....Elwood Siegel
Production Mgr.....Charles L. Turner
Chief Editor.....Edward F. Boughton
Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

●

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Services Offered—Feature films, streamliners.

●

National Productions, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222
President.....Robert J. Enders
Vice-President.....Howard A. Enders
Executive Producer.....Robert L. Friend
Coordinator.....Mary Griffin, Jr.
Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

●

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700
Adv., Publ. Director.....Melvin L. Gold

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

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Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8
Production Director.....Ted Nemeth
Art Dir.—Dir.....M. E. Bute
Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

•

Stanley Neal Productions, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-8335
President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film; distributor.

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Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284
Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

•

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.
Phone: PLaza 7-4870
President.....Vincent J. Nola
Vice-President .....V. Thomas
Chief Engineer.....Stanley J. Bumbly
Film Prod. Facilities Mgr.....PeterWilde
Services Offered — Complete production facilities to the independent producer. Film-Sync Tape, ¼", 16mm, 17½mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

•

Norwood Studios

Warner Bldg., Washington. D. C.
Executive Producer.....Philip Martin
Production Chief.....Doug Baker
Sales .....Stan Moss
Exec. Secretary.....Alice B. Groff
Services Offered—Producers of theatrical, non-theatrical and TV films. Complete staff and equipment for production in 35mm and 16mm.

•

Nothing New Under the Sun Productions

240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491
Producer .....Mitchell Gertz
Secretary .....Harold Bernson
Services Offered — Producer of 5-minute film features.
Productions — Nothing New Under the Sun.

•

Official Films, Inc.

(Official Television Inc.)
25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100
President.....Harold L. Hackett
Chairman of the Board.....Michael Nidorf
Secretary.....Herbert J. Siegel
Sales Mgr. (Nat'l Sls.).....Bud Austin
Assistant to President.....Herman Rush
Treasurer .....Seymour Reed
Services Offered—Producer and distributor of 8mm and 16mm sound and silent films.

•

Olio Video Television Productions, Inc.

115 Christopher St., New York 14, N. Y.
Phone: WAtkins 9-4508
President .....Harvey Cort
Treasurer .....Milton Subotsky
Services Offered—TV live and film production, film library of western and feature films. Fully-equipped sound studio.

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Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: Wyoming 1491
President .....Harry Owens
Vice-President .....Homer O'Donnell
Services Offered—Motion picture productions.

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Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GRant 1-4756
General Manager.....M. E. Fierst
Tech. Supervisor.....G. J. Mikalauskis
Services Offered—Program and news production; laboratory, studio and recording facilities.

•

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700
President .....Paul Raibourn
Vice-President .....Bernard Goodwin
Branch Office
5451 Marathon St., Hollywood 38, Calif.
Phone: HOllywood 9-6363
Vice-President .....Klaus Landsberg
Services Offered—TV package programs, production, video transcription service, sales distribution.
Productions—"Wrestling from Hollywood," Erskine Johnson's "Hollywood Reel," "Mayfair Mystery House."

Jack Parker Productions

(See Television Film of America for personnel listing.)

•

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774

Exec. Producer.....Paul Parry
Production Supervisor.....Betty Sinclair
Dir. of Photography.....Ray Foster

Services Offered—Production of Commercials, program films, sales promotion and training films.

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Parsonnet TV Film Studios, Inc.

46-02 5th St., Long Island City, N. Y.
Phone: STillwell 4-6163-4-5

President.....Marion Parsonnet
Treasurer.....Walter Blake
Secretary.....Andrew Weinberger

Services Offered: Producer of films; production facilities for rent; films for syndication.

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Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

President .....Lindsley Parsons
Treasurer .....Sam Wallis
Secretary.....Leonard W. Herman
Associate Producer.....Warren Douglas

Services Offered—All types of TV films including commercials.

Productions—"Files of Jeffrey Jones."

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Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200

President.....Edward J. Lamm
Production Manager.....James Pievel
Executive Producer.....William Nelson

Services Offered—Animation or live—specializing in use of rear screen projection.

•

Ray Patin Productions

4201 Sunset Blvd., Los Angeles 29, Calif.
Phone: HU 2-6650

Exec. Producer.....Ray Patin
Asst. Producer.....Gus Jekel
Sls. & Studio Mgr.....Lee R. Blevins

Services Offered—Complete production of animated television commercial films with live action sequences.

•

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President .....Kern Moyse
Vice-Pres., Treas.....R. S. Moyse
Asst. Secretary-Treasurer.....Barbara Holz
Eastern Sales Mgr.....Raoul J. Menendez
Mgr., Special Services.....Allan De Forest

West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HO 7-9223

Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa
Plant Manager.....Thomas E. Ayers
Mgr., Special Services.....Paul Krupa

Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection.

•

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-3756

President.....J. Milton Salzburg
Chairman of the Board.....Frank Soule
V.P., Treasurer.....Hyman Rosner
Sales Manager.....David B. Dash
Advertising Manager.....S. J. Krumholz
Comptroller .....Paul Kern

Services Offered — Produce & distribute features & shorts.

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Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YOrk 8058; WEbster 3-4608

President.....Juan C. Hutchison
Vice-President .....Perry King

Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

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Post Pictures Corp.

115 West 45th St., New York 36, N. Y.
Phone: JU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

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Princess Pictures Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535

President .....Burt Balaban
Vice-President .....Bernard Donnenfeld

Services Offered—Motion picture production.

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The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 1-3550

Executive Director.....Gordon Knox
Treasurer .....Albert Califano
Prod. Mgr.....L. H. Holton
Vice-President .....Sherman Price

Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: PLaza 7-6990-1-2
President.....Irving M. Lesser
Secy.-Treas. .....Seymour Poe
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

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Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.
Phone: CRestview 5-1723
President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

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Reid Ray Television Productions, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
President.....Reid H. Ray
Vice-President.....William H. Ringold
Sales.....R. V. Jeffrey
Vice-President .....Frank Balkin
Vice-President .....John Lang
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.

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RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45th St., New York 36, N. Y.
Phone: JU 2-1440
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

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Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures, TV, radio and transcriptions.

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Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877
President .....Moe Kerman
Vice-Pres. .....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

•

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 2-0274
President .....Joseph Schaeffer
Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV.

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Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460
President .....Capico Kapps
Services Offered—Producers and distributors of live and filmed television programs.

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Stuart Reynolds Productions

7324 Santa Monica Blvd., Los Angeles, Calif.
Phone: CRestview 1-6155
President .....Stuart Reynolds

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RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Exec. Vice-President.....Jay Bonafield
Treasurer.....James H. Herries
Secretary .....Joseph Laub
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

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Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
N. Y. Phone: CI 5-4135
President.....Hal E. Roach
Vice-Pres. & Gen. Mgr.....S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

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R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568
President.....R. S. Robbins
Mgr. of Prize Promotion....Edward E. Finch
Services Offered—Radio and television prizes.

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Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5
President.....Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

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Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 7-7131
President.....J. Richard Westen
V.P. in Chge. Sales.....J. Harry Ebbert
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

Frederick E. Rockett Co.
6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 3183
General Manager.....Fred K. Rockett
Production Supervision.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....James Conley
Electrical Department.....Frank Contardo
Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

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Roy Rogers Productions
Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111
Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Director .....Donald McDougall
Cameraman .....Joe Novak
Services Offered — Produces TV western films.

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Rogell Productions Inc.
8949 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-5217
Owner.....Albert S. Rogell
Services Offered—Package, features and film productions.

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Roland Reed Productions
8822 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2761
President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas.....Hazel Hall
Production Manager.....Dick L'Estrenge
Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

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Rosamond Productions, Inc.
8913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401
President .....David Chudnow
Vice-President .....Rosamond Chudnow
Sec. & Treas.....Byron Chudnow
Services Offered—Producing motion pictures for TV.

•

Ross-Danzig Productions
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-1085
Partner.....Frank K. Danzig
Partner .....Bart Ross
Exec. Asst.....Betsy Boyd
Assoc. Prod.....Al Burton
Services Offered—Package production of live television programs.

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Leslie Roush Productions, Inc.
333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430
Studios: 130 Herricks Rd., Mineola, N. Y.
President.....Leslie M. Roush
Vice-President.....Jules K. Sindic
General Manager.....John Fox
Services Offered—Make TV films, commercials.

•

Danny Rouzer Studio
7022 Melrose Ave., Hollywood 38, Calif.
Phone: YOrk 2494
President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

•

Ruby Film Company
729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640
General Manager.....Edward Ruby
Production Mgr.....Sidney Nannes
Services Offered—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

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Leo Russell & Alex Haberstroh
111 East 28th St., New York 16, N. Y.
Phone: MUrray Hill 9-2568
Partners.....Leo Russell & Alex Haberstroh

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Sack Television Enterprises
Film Exchange Bldg., Dallas 1, Tex.
Phone: STerling 3069
General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
New York Office
358 West 44th St., New York, N. Y.
Phone: JU 6-2258
Services Offered—Producers, distributors; representatives for independent producers.

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Barnard L. Sackett Television Productions
(See Program Producers)

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Sarra, Inc.
200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085
President .....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson
Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151
Dir. of Film Planning.....Joseph G. Betzer
Production Manager.....Harry W. Lange
Services Offered—TV film production.

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Scandia Films, Inc.
220 W. 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-7059

President .....Ernest Mattsson
Services Offered—Distributor and representative of foreign TV producers.

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Sawyer-Wirth Associates, Inc.

430 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRadshaw 2-2244
745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 8-1492
President .....Wayne Wirth
Vice-President .....Stanley Sawyer
Secretary.....Alan L. Klehan
Treasurer .....Alfred Zucker

●

Screencraft Pictures, Inc.

341 West 44th St., New York 36, N. Y.
Phone: CIrcle 6-8546
President.....J. S. Berkson
Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448
Sales Representative.....Tom Corradine
1109 Currie Ave. No., Minneapolis, Minn.
Phone: Lincoln 7013
Sales Representative.....Don Swartz
1001 New Jersey Ave. N.W., Washington, D. C.
Phone: REpublic 0776
Sales Representative.....Myron Mills
Services Offered—Distributor and syndicator of feature and western films, half-hour film packages for television.

●

Screen Gems, Inc.

(*A subsidiary of Columbia Pictures Corp.*)
233 W. 49th St., New York, N. Y.
Phone: CIrcle 5-5044
V.P. & Gen. Mgr.....Ralph M. Cohn
V.P. in Chge. Sales.....John Mitchell
Business Manager.....Burton Hanft
Dir. Advtg., Pub. Rel..Harry K. McWilliams
Eastern Prod. Mgr.....M. Peter Keane
Staff Prod.-Dir.....John Gilmour, Ben Berenberg
Casting Director.....Nancy Kassel
Film Editorial Chief.....Dan Heiss
West Coast: 1334 N. Beachwood St., Hollywood 28, Calif.
V.P. Chge. Prod.....Irving Briskin
Producers.....Michel Kraike, Irving Starr
Production Executive.....Fred Briskin
Story Editor.....Harry Fried
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

●

Al Simon Productions

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HO 7-3111
President .....Al Simon
Services Offered—Productions of filmed shows and commercials.
Productions: Burns & Allen Show, I Married Joan.

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WYoming 1491
Partners.....Leonard Clairmont & Homer O'Donnell
Services Offered—Complete motion picture productions and production services.

●

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

●

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
Executive Producer.....Charles E. Skinner
Associate Producer.....Robert Sloan
Production Manager.....Ray Rand
Film Music Editor.....Alphonse Corelli
Musical Director.....Skitch Henderson
Set Designer.....Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors.....Joseph Burn, George Webber, Drummond Drury
General Business Mgr.....Melville Ruick
Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

●

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President .....Stephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

●

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-6626
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered—Producers of programs and spots.

●

Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-4451
President.....Louis D. Snader
Director .....Duke Goldstone

Casting Director.....Phil Bloom
Musical Director.....Bernard Brody
Production Manager.....Jesse Corallo
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.
Productions—Liberace.

●

Soundac Productions Inc.
704 Elmwood Ave., Buffalo 22, N. Y.
Phone: Summer 6262
Pres., Sales Mgr.....Robert D. Buchanan
Production Dir.....Clarence Schleh, Jr.
Art Director.....Francis J. Noack, Jr.
Services Offered—Syndicated and tailored TV film commercial production; animation specialists; syndicated program production for TV.

●

Sound Masters, Inc.
165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600
Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
V.P., Sect.....F. C. Wood, Jr.
Treasurer .....Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

●

Sovereign Productions, Inc.
7324 Santa Monica Blvd., Hollywood, Cal.
President .....Stuart Reynolds
Producers.....David Hire, J. Sistrom
Secretary-Treasurer .....Rudolph Monter
Services Offered—Production of ½-hour dramatic films.
Productions—"Cavalcade of America," "Gen. Electric Theatre," "Jeweler's Showcase."

●

Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

●

Sportvision, Inc.
233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837
President.....William Parry, Jr.
Vice-Pres., Bus. Mgr.....Keith Alderson
Production Mgr.....Don Schwab
Services Offered—Sports films for television; weekly sportsreel of western sports; production and distribution.

●

Square Deal Pictures Corp.
Pines Bridge Road, Ossining, N. Y.
Phone: OSsining 2-2617
General Manager.....Donn Marvin
Production Mgr.....David Carpenter
Services Offered—Available for production of films of all types, produce and distribute own films for television.

●

Al Stahl Productions
1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942
President .....Al Stahl
Vice-President .....Irwin Stahl
V.P. chge. of Prod.....Jack Weisberg
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

●

Station Films, Inc.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-1279
President.....Robert H. Salk
Asst. to President.....Gloria Wilson
Services Offered—Film buying service for television stations.

●

Standard Television Corp.
1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
President .....Irvin Shapiro
Services Offered—Major feature films and shorts.

●

Star Entertainment Corp.
214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Vice-President .....Al Roth
Services Offered — Talent representatives, casting, production, and packaging of films.

●

Station Distributors, Inc.
40 East 51st St., New York 19, N. Y.
Phone: CO 5-1352
President.....M. M. Gettinger
Sales Director.....Jay Williams
Services Offered—Film production for TV; sales & distribution of package shows.

●

Stempel-Olenick Agency
717 No. La Cienega Blvd., Los Angeles 46, Calif.
Phone: CRestview 1-7141
Owners....Frank Stempel & Julian Olenick

●

Sterling Television Co., Inc.
205 East 43rd St., New York 17, N. Y.
Phone: OXford 7-2520
President.....Saul J. Turell
Secy.-Treasurer.....Robert E. Rhoades
V.P. chge. of Station Sales...Bernice S. Coe
Mgr. of Agency Sales.....Richard Carlton
Branch Office
6715 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-6111
Manager .....Lee Orgel

Services Offered—Producer and distributor of TV features, shorts and film series. TV stock shots. Distributor for independent producers.

•

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: HOllywood 2-1241
President .....Mike Stokey
Assoc. Producer.....Gene Colton
Assoc. Producer.....John Hueners
Service Offered: Producers of live and filmed television productions. General television packaging.

•

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816
Owner.....Wilbur J. Streech
Client Relations.....J. Arthur West
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

•

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807
President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson
Directors....Hy Glick, Howard McDonnell
Services Offered—Complete production of films for television.

•

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-2590
President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Secretary.....Nina Lu Little
Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

•

Swift-Chaplin Productions, Inc.

4316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: REpublic 2-4492
President.....Charles F. Chaplin
Vice-President .....Howard Swift
Secretary-Treasurer .....Harry Hinkle
Production Manager.....Miles E. Pike
Services Offered — The production of custom-built television commercials.

•

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-1088
Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister
Services Offered: Specialize in westerns, outdoor, animal packages.
Productions: "Trader Lee," "Window to the West" (Visual Quiz Kids), and others.

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076
President.....Gifford Phillips
Asst. to Pres.....Ludlow Flower, Jr.
V.P., Gen. Mgr.....Marc Frederic
Services Offered—Producers, distributors.
Productions: "Little Theatre."

•

Telecast Films, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUdson 6-5480
President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

•

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933
Prod.-Dir. .....Saul Taffel
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

•

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.
President.....Henry B. Donovan

•

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450
President .....Herbert Scheftel
Exec. Vice President.....Alfred G. Burger
General Manager.....Charles N. Burris
Editor-in-chief.....Edward P. Genock
Production Manager.....Marshall Davidson
Chief Film Editor.....William Sofio
Dir. Comm. Film Dept...Robert W. Schofield
Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.
Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

•

Telepix Corporation

Times Tower Bldg., 1475 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1821-2
President.....Albert G. McCarthy
Vice-President .....Richard Freitas
Secretary .....Rita Fables
Services Offered—TV films.

•

Telerama Productions

(See Television Films of America for personnel listing.)

Telescene Film Productions Co.

237 First Ave., New York City, N. Y.
Phone: AL 4-8470
President .....Robert Tobias
Office Manager.....Arthur Blackman
Services Offered—Fifteen minute television film series, "Pulse of the City."

●

Telescene Films

4238 Mammoth Ave., Sherman Oaks, Calif.
Phone: STate 9-4952
Exec. Producer.....William Lava
Production Assoc.....Rex Lipton
Services Offered—The production of pure entertainment films for television.

●

Television Exploitation Inc.

101 West 55th St., New York 19, N. Y.
President.....Milton M. Gettinger
Exec. Vice-President.....Oliver O. Unger
Sales Representative.....Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

●

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450
General Manager.....Paul N. Robins
Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

●

Television Films of America

Box 1006, Beverly Hills, Calif.
Phone: NOrmandy 2-2520
Exec. Producer.....Jack Parker
Exec. Director.....Ross Van Nibroc
Production Mgr.....Ray Bond
Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

●

Television Programs of America, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-2765
Chairman of Board.....Edward Small
President.....Milton Gordon
Exec. Vice-President...Michael M. Sillerman
Asst. Vice-President.....Kurt Blumberg
Treasurer .....Seymour Malamed

●

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch
Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

●

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140
Producer.....W. Wallace Orr
Director of Programming & Sales .....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editors.....Joe Arnold, Dan Endy, Marvin Fisher, William Friel
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

●

Ed McLemore "Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173
V.P., Gen. Sales Mgr.....Maurice Beck
Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

●

Ed Thorgersen

245 West 55th St.
Phone: CIrcle 6-8935
Exec. Producer.....Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

●

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIrcle 6-4443
President .....Chas. W. Curran
Vice-President.....Stephen E. Fitzgibbon
Production Assistant.....Diana Kembel
Associate Producer.....Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.
Productions: Fu Manchu.

●

Transfilm Inc.

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400
President .....William Miesegaes
Vice-Pres. .....William Burnham
Vice-Pres. .....Robert Klaeger
Exec. Vice-Pres .....Walter Lowendahl
Secretary-Treasurer.....Peter A. Schlenker
Services Offered — Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, editors.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1323
President .....Doria Balli
Sales Manager.....Charlie Larrain
Services Offered—Specialists in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

•

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734
President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell
Services Offered—Series of half-hour, open-end TV films for children.

•

TV-Programs, Inc.

10 Washington Place, New York 1, N. Y.
Phone: GR 7-0123
Executive Producer.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman

•

TV-Unlimited Inc.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

•

United Artists Television Corp.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6000
Vice-Pres., Gen. Mgr.....F. A. Long
Asst. Gen. Mgr.....Robert Gaertner
Traffic Manager.....Sidney Dash
Mid-West Sales Rep.....Robert O'Brian
Division Sales Mgr.....Milton E. Olin
Services Offered — Distribution of television films.

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United Press Associations

(See Program Producers)

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United Productions of America

4440 Lakeside Dr., Burbank, Calif.
Phone: CHarleston 0-7171
New York Division—670 Fifth Ave., New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce.....Stephen Bosustow
Vice-President .....Robert Cannon
N. Y. Office Mgr.....C. D. McCormick
V.P. in chge. Pub. Rel.....Charles Daggett
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

United Television Programs, Inc.

650 N. Bronson Ave., Hollywood 4, Calif.
Phone: HOllywood 5-2195
N. Y. Phone: PLaza 3-4620
President .....Philip Krasne
Vice-President .....Jack Gross
Sales Manager.....Wynn Nathan
Services Offered—Sales distributors for TV film producers. Engaged in selling TV film programs to advertising agencies and TV stations.

•

Unity Television Corp.

1501 Broadway, New York 24, N. Y.
Phone: LOngacre 4-8234
President.....Arche A. Mayers
Sales Manager.....L. Firestone
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

•

Unity Television Corp. of Calif.

8051 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5693
N. Y. Phone: LOngacre 4-8234
Manager .....Constance Lazar
Booker .....Vincent Fiumano
Services Offered—Film producers, open-end films, feature films, educational shorts, cartoons, sport reels serials, etc.

•

United World Films, Inc. (Subsidiary of Universal Pictures)

445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000
P. O. Box 183, Universal City, Cal.
President.....J. M. Franey
V.P. in Chg. Sales.....N. E. Gluck
West Coast Production.....George Bole
N. Y. Prod. Dept.....Steve Alexander
Services Offered—Producer and distributor of programs and spot commercials.

•

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857
Executive Producer.....William Van Praag
Production Chief.....Gilbert M. Williams
Art Director.....Sidney Kupfershmid
Chief Cameraman—Unit A...Sidney Zucker
Chief Cameraman—Unit B....Sol Roizman
Casting Director.....Joan Topper
Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

•

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.
Phone: MU 2-0326

President.....Henri E. Marcuse
Partner .....Guy Calandreau
Script Supervisor.....Charles Cinnamon
Assoc. Supervisor.....Raymond Foucher
Services Offered—Live and film services for TV film series; script packages.

●

Video Pictures, Inc.

Executive & Sales Offices
41 E. 50th St., New York 22, N. Y.
Phone: MUrray Hill 8-1162
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062
President.....William R. Deering
Vice-President .....Martin Henry
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Supervisor of Sales.....Frank B. Woodruff
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

●

Video Pictures, Inc.

1515 No. Western Ave., Hollywood 28, Calif.
Phone: HU 2-3030
President .....Hank McCune
Assoc. Producer.....Charles Maxwell
Production Manager .....Jack Caldwell
Merchandising & Promotion....B. A. Babb
Services Offered—Producers of theatrical and commercial television subjects.

●

Video View, Inc.

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 3-4179
President .....Bradley Kemp
Vice-President .....Marshall Taft
Sales Director.....Kenneth Harp
Services Offered—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

●

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310
President .....Alfred Justin
Studio Chief.....William B. Shriner
Staff Director.....James Rose

●

Visual Media, Inc.

21-29 45th Rd., Long Island City, N. Y.
Phone: STillwell 4-2941
President.....William M. Nelson
Art Director.....Raymond Keane
Advertising Consultant.....Weston Hill

●

Voeller Productions Inc.

1052 Carol Drive, Hollywood 46, Calif.
Phone: CRestview 4-6253
President.....Will H. Voeller
Vice-President .....George Hughes
Services Offered—Production and distribution of live and transcribed radio and television programs, industrial films, commercial spots, animated spots and cartoons.

●

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111
President .....Robert Angus
Vice-President .....James Banks
Production Manager.....Edward Saeta
Services Offered—Producer of feature and commercial films for TV.

●

Vonna Productions, Inc.

General Service Studios, Hollywood, Calif.
Phone: HOllywood 4-0814
President.....Eddison von Ottenfeld
Services Offered—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

●

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
Phone: CIrcle 7-6797
Owner.....Roger W. Wade
Services Offered—TV commercials, animation, telops, balops, slides, commercial motion pictures.

●

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287
Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.

●

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287
Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

●

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
Phone: CIrcle 5-7240
President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

●

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854
Vice Pres.....J. W. Inglefield

●

Frank Wisbar Productions Inc.

7324 Santa Monica, Los Angeles, Calif.
Phone: HUdson 2-2286
President .....Frank Wisbar
Vice-President.....Benjamin H. Kline
Assoc. Prod.....Sidney Smith

Dir. of Photo.....B. H. Kline
Services Offered — Film productions for TV.
Productions: "Fireside Theater."

●

Raphael G. Wolff Studios

5631 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-6126
N. Y. Phone: PLaza 5-5386
Owner-Exec. Chairman....Raphael G. Wolff
Exec. Dir., Creative Dept.
MacDonald MacPherson
Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

●

World Video, Inc.

(See Program Producers)

●

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: LUxemburg 2-2216
Owner, Exec. Producer.....Emerson Yorke
Services Offered—Producer of TV and other types of films.

●

Workshop TV Distribution, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.
Phone: CRestview 5-4373
President .....Paul Garrison
Vice-President.....Ernest Baumeister
Secretary-Treasurer.....Edwin Gillette
Services Offered—Distribution of filmed TV programs, production facilities for rent, production of filmed TV programs.

●

Zahler Productions, Inc.

418 South Robertson Blvd., Los Angeles 48, Calif.
Phone: CRestview 5-4373
President.....Gordon R. Zahler
Vice-President .....Millard Jacobs
Treasurer .....Rose Zahler
Services Offered—Production of television films.

●

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
West Coast Office Mgr.....Maurice Unger
Eastern Div. Sales Mgr.....Albert Goustin
Central Div. Sales Mgr...Edward J. Broman
Western Div. Sales Mgr....Walter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.
Productions: Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.

●

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
Phone: CHarleston 8-5559
Producer .....William Cottrell
Business Manager.....Nat Winecoff

FOR LISTINGS OF IMPORTANT

ADVERTISING AGENCIES

AND

PERSONNEL SEE PAGE 133

Films to Play Major Role in Television Broadcasting

By ARCHIE MAYERS
President
Unity Television Corp.

To forecast the responsibility and future use of films on television, one need not resort to the crystal ball. There is sufficient background, history and documentary evidence to furnish most of the answers regarding the part that film has played and will play in future telecasting. However, before looking into the future it may be well first to review the past.

In the so-called early days of television, assuming that 1946 would serve as a springboard, the motion picture as related to television was an orphan and stepchild; and quite often referred to as a 'dirty word' spoken of only in hushed tones. And why not? Wasn't television supposed to be the electronic transmission of live figures and live shows? And was it not the intention and hope of the commercial producers to substitute live television for mechanical devices, meaning in one instance motion pictures? This certainly was the basic aim of television but quite often theory is superseded by reality. In the minds of many of the producers and telecasters, reality represented that form of visual projection, regardless of whether it was "live" or on film.

To project this viewpoint to a conclusion of the present-day, facts and statistics prove that motion pictures are as great a reality as live shows, the only difference being that one is projected electronically from a live stage, whereas the other is transmitted mechanically. Thus, it poses the question "What Is The Difference?" Actually, there is no discernible difference. It takes a practical expert and one highly attuned to these respective arts to look at a screen and differentiate between "live" and film. Given a good positive print with intelligent understanding of the electronic arts, with proper timing and projection, a play on motion picture film serves the same purposes as a live show without any of the failures that quite often occur in live production — particularly when one considers that a motion picture film may be edited, the rough spots removed and generally primed to perfection before it is projected.

During the past seven years, the usage of motion picture films on television has grown beyond anyone's conception. From 1946 to 1948, film being considered a stepchild, was mostly employed for program fillers and standby usage. But in 1949 its practical and economical values were "discovered." Most of the 108 stations on the air at that time developed an awareness that motion pictures were more than a substitute; it being divined that motion pictures were the real McCoy. This discovery was no mere accident; it was based upon:

(1) Quick availability of many thousands of shows. (2) Public acceptance of predetermined values and star names. (3) Ease of handling and operations, and last but not least; (4) The economic aspect.

The latter had great significance to station operators, program directors, technicians and sponsors. They quickly saw and determined that motion pictures, having all of these qualifications, could be purchased at a fraction of the cost of live shows, could be obtained at a reasonable portion of the rate card—and furthermore, could be auditioned beforehand to determine acceptability for the respective markets. Also, a tremendous economical factor not to be ignored is the advantage of residuals, which may be enjoyed only through film production —and certainly not through live shows. Thus, the general idea of using motion pictures on television began to snowball, and in the year 1950 grosses realized by distributors and station time sales catapulted into substantial figures. So the momentum continued through 1951, 1952 and 1953, until the gross volume done through motion pictures totalled in excess of thirty or forty million dollars for 1953.

Television Personalities 1953-1954

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A PICTORIAL PARADE OF SOME OF THE LEADERS OF TELEVISION —FROM THE STATION, AGENCY, NETWORK AND PRODUCTION FIELDS—DURING THE PAST YEAR

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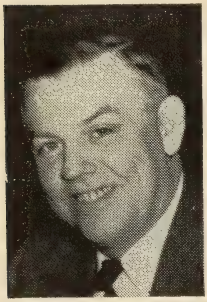
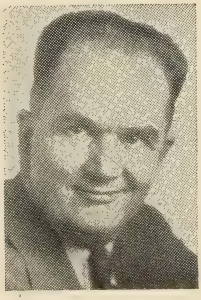
TV PERSONALITIES

E. K. JETT, v.p. and dir. of WMAR-TV, Baltimore, Md., joined the Federal Radio Commission in 1929 as a senior engineer. He was advanced two years later to asst. chief engineer, then chief engineer in 1938, and Commissioner in 1944. He resigned from the Commission to assume his present duties on Jan. 1, 1948. Jett was a member of the Censorship Operating Board during World War II and the chairman of the Coordinating Committee of the Board of War Communications.



LESLIE C. JOHNSON, v.p. and gen. mgr. of WHBF - AM - TV - FM, Rock Island, Ill., took his present post on Jan. 1, 1939. After a year as a reporter for the Decatur Review and a year on the Argus, he became editor-manager for the Democrat Publ. Co. at Aledo, Ill. Leslie returned to the Argus as adv. mgr. in 1929. He is an enthusiastic civic worker, having served on the Community Chest board, and being a present member of the Chest Budget Committee. He is a 32nd degree Mason.



GAINES KELLEY, gen. mgr. of WFMY-TV, Greensboro, N. C., has been with the station since it went on the air on Sept. 22, 1949. He was classified Adv. mgr. of the Greenboro Daily News and the Greenboro Record for 16 years. When the News Co. expanded into radio operation, he was chosen manager of WFMY (FM) in 1948, and served in that capacity until FM operation ceased in April, 1953. Kelly was one of the organizers of the "Frequency Modulation Assn. and active in it until its merger with NAB.

FRANK E. KOEHLER, gen. mgr. of Radio Roanoke, Inc., operator of WROV-AM-TV, began his career as an NBC page boy. In 1950 he filed the first application in Roanoke for TV. In Sept., 1952 his CP was granted and the station went on the air Feb., 1953, becoming the 9th UHF station to begin operating. WROV-TV went off the air on July, 1953 when a VHF channel 7 application was filed for Roanoke, Va. Frank joined WROV in 1946, after an Army tour, which was just going on the air.

JAMES M. GAINES, v.p. and gen. mgr. of Southland Industries, Inc., owners and operators of WOAI-AM-TV, San Antonio, Texas, was formerly v.p. and a member of the board of directors of General Teleradio, Inc., heading WOR-WOR-TV, N. Y. Jim joined NBC in 1941 in the station relations dept. and held successive posts as asst. adv. and promotion dir., until 1946 when he was named gen. mgr. of WNBC, N. Y. In 1947, Jim was upped to the post of dir. of all NBC owned station and later v.p. of the web.

ROGER W. CLIPP. gen. mgr. of the Phila. Inquirer stations WFIL-AM-FM-TV, was elected a member of the board of directors of the Chamber of Commerce of the U. S. in April, 1953. He is a veteran of the radio-TV broadcasting fields, and a 1925 graduate of the Wharton School of the University of Penna. A past chairman of the ABC stations planning & Advisory committee, Clipp recently completed his term of office as president of the Penn. Assoc. of Broadcasters.

JAMES T. AUBREY, JR., general manager of KNXT, key station for CBS TV in Hollywood, took his present post in 1952. In 1941, Aubrey graduated cum laude, with a B.A. in English literature from Princeton University. Upon graduation he was commissioned as a Second Lieutenant in the U. S. Field Artillery and was called to active duty immediately. He was discharged in 1946 with the rank of Major. In 1948 he joined CBS for KNX, moving to TV when CBS purchased channel 2 in Los Angeles in 1951.

CAMPBELL ARNOUX, pres. and gen mgr. of WTAR and WTAR-TV, Norfolk, Va., took his post in 1933. During the years at WTAR, he has installed WRTD, Richmond, and obtained, built and staffed WPID, Petersburg, Va. In 1949 he was engaged in building and installing WTAR-TV which began operations on channel 4, April 2, 1950. Both WTAR and WTAR-TV switched after 19 years from NBC to become basic stations of CBS's radio and TV network. Arnoux has been very active in civic affairs in Norfolk.

HARRY M. BITNER, JR., pres. and gen. mgr. of WFBM, Inc., Indianapolis, worked in the circulation and editorial dept. of metropolitan newspapers in Pittsburgh during summer vacations from college. In 1942 he was named gen. mgr., and after being discharged from the U. S. Navy in 1946, he was named pres. Harry is also supervisor of WEOA, Evansville, Ind., dir. and V.P. of WFDF in Flint, Mich. and V. P. of the Grandwood Broadcasting Co., (WOOD, WOOD-TV). He is a member of the city's Rotary Club.

LESLIE G. ARRIES, JR., gen. mgr. of WTTG, Washington, D. C., took his present post on June 29, 1953. He enjoys the distinction of being the only member of the DuMont organization to have worked in its 3 owned and operated stations. After serving as a junior engineer, he became a WTTG cameraman, production assistant and director of special events. In Feb. 1949, Arries was sent to WDTV in Pittsburgh, where as program operations manager, he helped establish the station.

GEORGE M. BURBACH, gen. mgr. of the St. Louis Post-Dispatch stations KSD and KSD-TV, has been a TV enthusiast since 1936 when he viewed a BBC demonstration in London. Immediately on his return to the U. S., he inaugurated a series of discussions and events which resulted in the establishment of KSD-TV on February 8, 1947 as America's first completely post-war equipped TV station. He was appointed adv. mgr. of the Post-Dispatch in 1913 and has been a director of Pulitzer Publ. Co. since 1922.

PAUL ADANTI, gen. mgr. of WHEN, Syracuse, N. Y., has held that post since 1948. He started in TV with WRGB when he joined that G. E. pioneer station on its origination in 1939. After four years of work in all TV phases at WRGB, he was made head of TV operations, a post he held until joining WHEN. In 1950, he was elected to the board of directors and made vice president of the Meredith Syracuse Television Corporation, operators of WHEN.

GLENN C. JACKSON, managing dir. of WAGA-AM-TV, Atlanta, Ga., took his present post in March of 1952. His radio career began at WHIO, Dayton, as an announcer, staying there three years. Glen then moved on to WSPD in Toledo, where he became prod. mgr. in 1943. From there he spent two years in the U. S. Navy, and was released in 1946. He returned to WSPD, and when WSPD-TV came into view, he was assigned additional responsibility. Jackson has become pres. of the Georgia A.P. Radio Assn.

ROBERT EDWIN DUNVILLE, pres. of the Crosley Broadcasting Corp., is a native of St. Louis, Mo. In 1931 he joined the sales dept. of KMOX, St. Louis, and soon thereafter became assistant gen. mgr. On Nov. 17, 1949, Dunville was elected pres. of the Crosley B'casting. Corp., having administrative responsibility for WLW and WLW-T, Cincinnati, WLW-D, Dayton, WLW-C, Columbus, and WLW-A in Atlanta, as well as the Voice of America, which Crosley operates for the U. S. State Dept. at Bethany, Ohio.

MARTIN B. CAMPBELL, supervisor of WFAA and WFAA-TV, Dallas, Texas, has served as staff correspondent of the AP. In 1927 he was made assistant mgr. and program director of WHAS, Louisville, Ky. In 1932 he served a few months manager and program dir. of WDEL and WILM in Wilmington, Del. From there he came to WFAA in May, 1932, as general mgr. In May, 1950, he directed the launching of WFAA's TV service. In 1952 he was made supervisor of radio and TV properties.

GEORGE D. COLEMAN, gen. mgr. of WGBI-TV, Scranton, Pa., became WGBI manager in 1932. Graduating from Technical H. S. in 1918, he joined the U. S. Army and served until after the Armistice ended World War I. He then went to the Hudson Coal Co. and later to the General Electric Co. in Schenectady. In 1929 Coleman joined Frank Megargee as manager of the radio store, moving directly and exclusively into broadcasting in 1932. He has served as first v.p. of the Scranton Rotary Club.

KEN CARTER, gen. mgr. of WAAM, Baltimore, spent his first year in radio with WITH as a time salesman. From there he went to WBAL, becoming gen. sales mgr. of the combined radio TV operation. He joined WAAM in 1949, as local sales mgr., and was made gen. mgr. in 1950. He is a member of the Baltimore Advertising Club and the Baltimore Press Club. He is serving his second elected term on the TV Board of Directors of the NARTB. Carter, a native of Baltimore is a Boumi Temple Shrine member.

CHARLES H. CRUTCHFIELD, exec. v.p. of the Jefferson Standard B'castg. Co. and gen. mgr. of WBT-WBT-TV, Charlotte, N. C., is a native of Spartanburg, S. C. In 1945, when the station was purchased from CBS by Jefferson, Crutchfield became gen. mgr. Then 33 years old, he was the youngest 50 kw. gen. mgr. in the nation. In 1951 he spent several months in Greece and the Near East as special State Dept. consultant to the broadcasting industry there. Charles' chief hobby is hunting in his native S. C.

CHARLES A. BATSON, v.p. and director of WIS-TV, Columbia, S. C., acquired his present post in 1952. Previously he was dir. of TV for the NARTB, after serving as assistant dir. of the BAB. Batson served during WW II in the Army. He was assigned to the War Department's Radio Branch, following earlier service with Gen. Eisenhower's North African headquarters. Born in Greenville, he was graduated from Furman University in 1938 and launched his radio career as an announcer with WFBC.

H. LESLIE ATLASS, v.p. in charge of the Western Division of CBS and gen. mgr. of WBBM, Chicago, was born in Lincoln, Ill., where he spent his boyhood. In 1923 when radio listeners wore earphones, the brothers Ralph and H. Leslie founded their first station, a 200 watter at Lincoln. Leslie and WBBM first became affiliated with CBS in 1928. Later, when WBBM was purchased by the Columbia network in 1933, he was named to his present post. Atlass, his wife and three children live near Wheaton, Ill.

RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, entered the radio field in 1933, first serving as business mgr. of WBNS. In the spring of 1949 he was named to his present post in addition to his duties at WBNS. During World War II, Borel served with the U. S. Army, emerging with the rank of lieutenant colonel. A graduate of Ohio State University, Borel was prominent in such extra-curricular activities as Strollers and the Scarlet Mask, while in school.

FREDERIC S. BAILEY, gen. mgr. of WTAO-TV, Cambridge, Mass., joined the Middlesex B'castg. Corp. operators of the station in Oct. 1951, as manager of WTAO-TV. Fred is a graduate of Dartmouth College, and has been associated with radio in and around Boston for more than 17 years. He was formerly commercial mgr. of WORL. just prior to his appointment as gen. mgr. of WTAO-AM, Fred served as sales mgr. of WBMS. He continues his executive duties with the radio sta., in addition to TV.

OTTO BRANDT, v.p. and gen. mgr. of King Broadcasting Co., Seattle, Wash., operators of KING and KING-TV, was named to his present post in 1951. He was born in N. Y. C., and attended Columbia University. Otto has been a resident of Seattle since 1951. He began his business career in 1933 as a NBC page boy in Radio City, N. Y. In 1942 he enlisted in the Air Force as a B-25 flying instructor, until 1945, emerging with the rank of first lieutenant. He is married and has two children.

JAMES C. COLE, manager of WFTV, Duluth, Minn., is a graduate of State Teachers College at Superior, Wis. Jim first ventured into the business world as an announcer for WEBC, 5000 watt outlet for NBC. Jim remained with WEBC for 10 years prior to his entrance in 1942 into the U. S. Air Force. On June 7, 1953, he gave the twin ports, Duluth and Superior, their first television station WFTV on channel 38, owned and operated by Great Plains TV Properties of Minnesota, Inc.

BILL FAY, v.p. and gen. mgr. of WHAM-TV-FM, Rochester, N. Y., moved to Rochester in 1928 as program mgr. of WHAM and named gen. mgr. the following year. In 1942 he was elected v.p. of WHAM's parent company in 1942, and the following year he became a member of the Stromberg-Carlson board and in 1948 he was appointed v.p. and gen. mgr. of the company's broadcasting division. Bill is v.p. of both the Rochester Chamber of Commerce and the Automobile Club and member of Rochester Adv. Council.

WALTER J. DAMM, v.p. and gen. mgr. of the Milwaukee Journal stations, WTMJ and WTMJ-TV, was a leader in the formation of Broadcast Music, Inc., and was on the board of directors of that organization for five years. During World War II, he was a member of the Broadcasters' Victory Council and of Committee IV of the Board of War Communications. Walter was chairman of the NARTB committee that drafted the commercial section of the national TV code, and has been a member since its inception.

C. RICHARD EVANS, v.p. and gen. mgr. of KGMB-AM-TV, Honolulu, and KHBC, Hilo, T. H., started as a technician with KSL in Salt Lake City, and advanced to v.p. and gen. mgr. of KSL. In 1952 Evans was invited to Honolulu by the Bd. of Directors of the Hawaiian B'cstg. System to survey the territory for TV. He did such a thorough job they persuaded him to return immediately to get KGMB-TV on the air just three months later, on Dec. 1, 1952. Evans is a member of the Rotary Club.

HAROLD ESSEX, exec. v.p. of Triangle B'cstg. Corp., operators of WSJS-TV, Winston-Salem, N. C., joined the Piedmont Publishing Co. in 1939 as sales manager of its radio affiliate, WSJS. In 1942 he was named mgr. of WSJS and in 1946 was upped to v.p. in charge of broadcasting for Piedmont. In May 1953, the Piedmont Publ. Company merged its application for TV with that of former movie star Mary Pickford, and the Triangle Broadcasting Corporation was formed.

ROBERT W. FERGUSON, exec. v.p. and gen. mgr. of Tri-City B'castg. Co., operators of WTRF-AM-TV, Wheeling, W. Va., is a graduate of Ohio State University. During World War II, he was in the U. S. Navy and was released in 1946 with the rank of senior lieutenant. In April 1947, the Tri-City B'castg. Co. was making preparations to establish radio stations WTRF and WTRF-FM and Ferguson was appointed gen. mgr. In Nov. 1947, he was chosen as a member of the Tri-City board of dir and elected v.p.

JOE EATON, pres. and gen. mgr. of the Mid-America B'castg. Corp., operators of WKLO and WKLO-TV, Louisville, Ky., is a past pres. of the Kentucky Broadcasters Assn. In 1948 he organized and constructed WKLO, and put Louisville's seventh station on the air Nov. 23, 1948. WKLO-TV started programming Oct. 18, 1953. Eaton has gained a nationwide reputation as being one of the pioneers of commercial radio. He went to Kentucky in 1929 and remained when offered a position by WHAS.

JOHN REED PORTERFIELD, v.p. and gen. mgr. of WNET, Providence, R. I., was formerly mgr. of WSEE-TV, Fall River, Mass. John became active in the TV Field in 1938 when he directed programs for the National TV Corp. in N. Y. and later in the production department of NBC. His book, "We Present Television," was chosen the June 1940 selection of the Scientific Book Club and was later reprinted in Spanish as "He Aqui la Television." John has also been associated with the Radio Corp. of America.

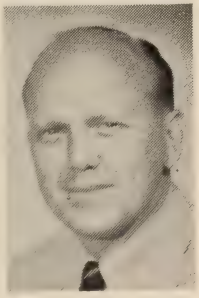
FRANK G. KING, station manager of KABC-TV, Los Angeles ABC affiliate, has a background of wide experience in the broadcasting industry. Born in England, he came to the United States while still an infant, and spent his early days in and around the City of New York. He was an infantry officer in World War II, and following his service was in charge of the N. Y. office of the Armed Forces Radio Service. He has been sales mgr. of KNX, and while with CBS King secured the rights to the Rose Bowl game for that net.

F. VAN KONYNENBURG, executive v.p. and gen. mgr. of WCCO-AM-TV, Minneapolis and St. Paul, Minn., is known to everyone as "Van." A graduate of the University of Wisconsin, Van has had heavy experience on newspapers in Milwaukee, Madison, and Minneapolis and after joining WTCN in the Twin Cities, was made general manager ten years later. When WTCN was merged with WCCO, Van turned his managerial talents to maintaining top shows and ratings. Under his leadership, personnel has increased from 18 to 230 at WCCO.

KLAUS LANDSBERG, general manager, KTLA, Los Angeles, and vice-president, Paramount TV Productions, Inc., is well known in the broadcasting industry as a pioneer of KTLA. Born July 7, 1916, in Berlin, Germany, he amazed his boyhood friends by his keen and avid interest in the new form of communication — Television. Working 16 hours per day, he completely disproves the old theory that engineers should stick to engineering and showmen to show business. He has combined the two most successfully.

PHILIP G. LASKY, vice-president and general manager, KPIX, San Francisco, is regarded as one of the industry's "heavyweights." Stations that profited by his guidance were KDYL, Salt Lake City, KROW, Oakland, and KSFO, San Francisco. It was while at KSFO that Phil and Guy Earl, owner of KNX, L. A., established the "western network," California's first successful regional chain. This two station network was absorbed by CBS in 1937. Now as KPIX begins its sixth year of operation, Lasky embellishes his role.

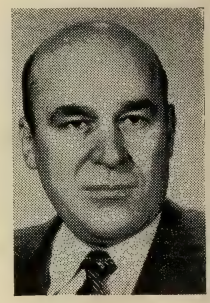
NORAN E. KERSTA, exec. v.p. and gen. mgr. of WFTL-AM-TV, Ft. Lauderdale, Fla., came to the Tri-County B'cstg. Co. as one of the leaders in the industry, having spent 17 years with NBC in the development of TV. He journeyed to Ft. Lauderdale in Feb. of 1953 to purchase part-interest in, and supervise the installation of WFTL-TV. Noran also represented NBC during Federal Communications Commission hearings for TV stations in L. A., Chicago, Cleveland and Washington, D. C.



WILBUR M. HAVENS, pres. and gen. mgr. of Havens & Martin, Inc., owners and operators of WMBG-WCOD-WTVR, Richmond, Va., organized his own automotive-electrical business in 1922. Havens became the Philco battery distributor and later took on the Philco power socket receivers. From there he secured a license from the Dept. of Commerce to place WMBG on the air with 15 watts power. The station has not been off the air since. WCOD went on the air in 1946 and WTVR took to the air in 1948.

JOHN S. HAYES, president of WTOP, Inc., operates WTOP-TV-AM, Washington, D. C., is also dir. and v.p. for radio and TV of the Washington Post Co., which owns 55 per cent of WTOP, Inc. (CBS owns 45 per cent). He began his radio career at WIP, Phila., later moving to WOR. He entered the U. S. Army in 1941 as aide to the Quartermaster General. After the war he went to WQXR, The N. Y. Times station. In 1948 he went to Wash. as exec. v.p. of WINX, and moved to WTOP in 1949 when the Post bought control of CBS outlets there.

STANLEY E. HUBBARD, pres., gen. mgr., and founder of KSTP-AM-TV, Minneapolis-St. Paul, established Hubbard Field at Louisville, Ky., in 1919. A few months later he organized the first commercial airline in the U. S. and laid out air routes still used by airlines today. In 1924 Hubbard started WAMD in Minneapolis, then in 1928 WAMD, then 1000 watts, was given a power increase to 10 thousand watts and became KSTP, presently operating with 100,000 watts. KSTP-TV took to the air in April 1928.



JOSEPH HEROLD, station mgr. of KBTV, Denver, Colo., was technical director and manager of TV for WOW, Inc., Omaha, in 1945. Joe supervised construction and organization of WOW-TV in 1949-50. The following year he became TV consultant for CMUR-TV, Havana, Cuba, later going to Radio Televisao Paulista, Sao Paulo, Brazil. He then became station planning consultant for RCA, and authored TV station cost and planning studies. Herold took his present post on Sept. 1, 1952.

JAMES COLEMAN HANRAHAN, gen. mgr. of WEWS, Cleveland, O., has had that post since its founding in 1947. He enlisted in the U. S. Army in 1942, served with rank of major, later lieutenant colonel, until 1946. In 1935 he joined Scripps-Howard Radio, Inc., affiliated with the Scripps-Howard Newspapers, under Karl August Bickel. Since that time has acted as v.p. of the company and has been gen. mgr. from time to time for WNOX, Knoxville, WCPO, Cincinnati. He is married and has two children.

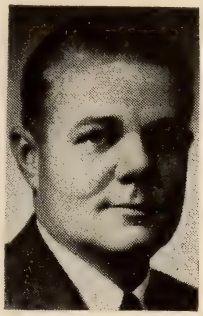
E. K. HARTENBOWER, gen. mgr. of KCMO-AM-FM-TV, Kansas City, Mo., took his present post in June, 1953. In 1929 he joined the H. K. McCann Co. now McCann-Erickson, Inc. In 1933, Hartenbower joined NBC, Chicago, as assistant to the promotion mgr. and in 1940 was selected to be NBC's contact to handle the network broadcasts of the Democratic and Republican National Committees. Hartenbower is a member of the board of directors of the NARTB. He belongs to the Kansas City Press Club.

FRANK P. FOGARTY, gen. mgr. of Meredith WOW, Inc., Omaha, Neb., was with the Omaha Chamber of Commerce for 15 years, serving as gen. mgr. He joined Meredith WOW, Inc., as general manager in Aug. 1950. In 1944 Fogarty became v.p. of Paxton & Gallagher Company, wholesalers of groceries, hardware, appliances, and liquor. He is currently vice president and chairman of the executive committee of the Omaha Chamber of Commerce. He is married and the father of four children.

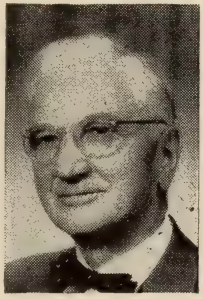
RICHARD J. GOGGIN, gen. mgr. of KETC, St. Louis, was a member of CBS, N. Y.'s program dept., prior to World War II. He started in TV production during CBS's experimental period in 1939. After wartime service he became writer-prod.-director of both live and film programs for ABC-TV in N. Y., Phila., Schenectady and Chicago. In 1948 he was prog. dir. of WFIL-TV in Phila., later re-joined ABC, and subsequently, in L. A., became senior dir. of KECA-TV. He has taught radio-TV at UCLA.

HAROLD FREDERICK GROSS, president and owner of WJIM and WJIM-TV, Lansing, Mich., is a graduate of the University of Michigan. He built WJIM 20 years ago, and has been continuously owned and operated by him ever since, and built WJIM-TV four years ago. Gross built WGFG (now WKMI) Kalamazoo, in 1947 owned and operated the station, until he sold it in August, 1952. He has been a resident of Lansing and East Lansing, Michigan for 30 years. He is a native of Ann Arbor, Michigan.

ROBERT B. HANNA, JR., manager of General Electric Company's Broadcasting stations dept., is responsible for all activities in the company's AM, FM and TV operations. When Hanna was named station manager on Sept. 1, 1949, he had just completed his 20th year with G. E. During World War II, he served three and one half years with the Signal Corps, and was discharged with the rank of Captain in 1945. He is a past president of the Schenectady Chamber of Commerce, and past pres. of Lions Club.



PATRICK J. GOODE, pres. of WNHC-AM-FM-TV, New Haven, Conn., with his friends Aldo DeDominicis, initiated the first TV station in New England. He also inaugurated New Haven's first radio station in 1935. In 1936 President Roosevelt appointed him Postmaster of the New Haven P. O. He retired from this post in 1950 at the age of 70. In 1943 he sold his radio interest and joined Aldo DeDominicis, and thus the Elm City Broadcasting Corp. was born with Pat elected pres. WNHC-TV began operations in 1948.

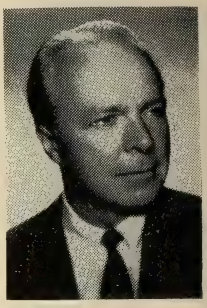


JAMES LEONARD, vice-president and general manager of WLW-C, Columbus, Ohio, is a television pioneer in Ohio's capitol, having opened the first station in that city on April 1, 1949. Born in Bristol, Tenn., he is a graduate of the University of Florida. Leonard joined WLW, Cincinnati, in 1936 as executive announcer and master of ceremonies. In 1944, he was appointed program director of WSAI, and he remained at WSAI until he was appointed general manager of WLW-C, Crosley Broadcasting Corporation's Columbus television station. Leonard was made a v.p. of the Crosley Broadcasting Corporation in 1953.

GORDON GRAY, General Teleradio v.p. in charge of WOR and WOR-TV, N. Y., started as a reporter with the Kansas City Star. From there he managed the Kansas City offices of the Katz Agency, station reps. He took his present post on Jan. 1, 1954. Gordon has been associated with Central States Broadcasting Co., operating stations KFOR, Lincoln, Neb., KOIL, Omaha, WDGY, Minneapolis-St. Paul in the capacity of gen. mgr. Early in 1951 he became v.p. of Goodwill Stations, Inc.

CRAIG LAWRENCE, general manager of WCBS-TV, key station of the CBS Television network, is no newcomer to New York City, although he was born in Wisconsin, educated in Michigan and Iowa, and spent a goodly portion of his broadcasting career outside this city. After serving as an account executive and commercial manager of WMT, Cowles station in Waterloo, Iowa, in August, 1944, Lawrence returned to the N. Y. area to manage both WHOM in Jersey City and WCOP in Boston. When Cowles sold WHOM to Il Progresso, the Italian-language paper, Lawrence devoted his time to WCOP. Craig, with family reside in Conn.

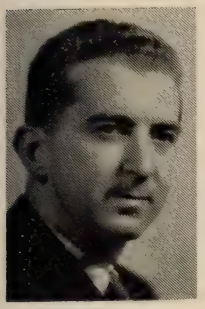
G. BENNETT LARSON, president and general manager, KDYL-AM-TV, Salt Lake City, Utah, is a native of Salt Lake City, and began his career in radio when he joined the staff of KDYL at the age of 16. A graduate of the University of Utah, he has had a distinguished career as manager of radio stations in Philadelphia, Washington, and New York. He was vice-president and general manager of television station WPIX in N. Y. before assuming his new post with KDYL and KDYL-TV in his native city.



HAROLD C. LUND, general manager, WDTV, Pittsburgh, although born in New Jersey, is practically a native Pittsburgher as his family moved to Pittsburgh while he was still an infant. A former general manager with Ross Federal Research Company, World War II altered his business plans and he entered the Navy as a lieutenant. Served four years and was raised in rank to Lt. Commander before the war ended. In July, 1951, he was named general manager of WDTV and since that time, WDTV enjoys top success.

C. HOWARD LANE, managing director, KOIN-TV, Portland, Oregon, has a background with a wealth of experience in the broadcasting industry. He has seen broadcasting grow in nearly every aspect of the industry. In 1942 he became central division manager of the stations relations department for CBS, and in 1943 until 1945 he was director of stations relations for CBS in New York. From 1940 until 1950 he was a member of the board of directors of the National Association of Broadcasters. Educated in Fresno, California public schools, he received his BA from Stanford University in 1930.

W. H. LINEBAUGH, vice-president and general manager of Mountcastle Broadcasting Co., Inc., is a native of Tennessee, born and reared in a small town, about 40 miles from Knoxville. Prior to coming to WROL in 1944 as business manager, he was with the Knoxville News-Sentinel in the advertising department for twenty-three years. Linebaugh has developed a well-rounded and hard-hitting sales force since he was made the vice-president and general manager in July, 1950. Linebaugh and his wife, Ethel, have two children, a daughter who is married and a son who attends the University of Tennessee.

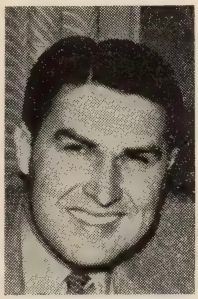


RICHARD A. MOORE, vice-president and general manager, KTTV, Hollywood, Calif., has in six short years established himself as one of the creative pioneers of television and probably the industry's leading exponent of local TV. He became head of KTTV in July, 1951, following a most successful career with the ABC television network, which saw him rise from the legal staff to the post of director of television for ABC's Western Division and manager of KECA-TV in Los Angeles. He was a captain, holding the Legion of Merit, when he was mustered out in 1946. Shortly later he joined the legal department of ABC in N. Y.

NATHAN LORD, vice-president and general manager for WAVE, Inc., Louisville, started his career as a reporter for the Louisville Post in 1921. In September, 1933, George W. Norton formed WAVE, Inc., an NBC outlet and the second radio station to commence operations in Louisville. Lord joined WAVE as vice-president and general manager at that time and has continued in this capacity ever since. In November, of 1948, WAVE, Inc., commenced operation of WAVE-TV, Kentucky's first TV station, and the nation's 44th. A native of Louisville, Kentucky, Nathan Lord is married and has three sons.

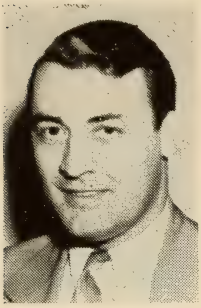
GEORGE BASTIAN, exec. v.p. of the Stuart Investment Co. and temporary mgr. for KFOR and KFOR-TV, Lincoln, Neb., first became associated with the Stuart Investment Co. in 1942. He was named to his present post in 1948. George was born in Nebraska, and except for a brief term of duty in the Navy, has given his complete time and efforts to Nebraska business and industry. His duties as temporary manager of KFOR and KFOR-TV, will be for a period of three to six months.

H. P. LASKER, vice-president and general manager WLW-D, Dayton, Ohio, was born and educated in Europe. In his eleventh year with the Crosley Broadcasting Corporation, Lasker was appointed sales manager for the company's TV outlet in Dayton, WLW-D. In 1951 he was named manager of WLW-D, a post he held until being promoted to vice-president in July, 1953. Lasker claims that the "harder you work the body, the harder you can work the mind" and ably proves the truth of his observation as a devotee of sports. It is not unusual to see him leading staff parties at skating, swimming, and tennis.



BEN K. McKINNON, general manager, WGVL-TV, Greenville, S. C., assumed his duties April 1, 1953, organized the entire staff, and put the station on the air August 1, 1953. Formerly Carolina sales manager of WBT, Charlotte, N. C., McKinnon is also a former associate editor of Robeson Country's Hometown Newspapers in Lumberton, N. C. Ben is a native of Maxton, N. C., and a graduate of the University of North Carolina. He holds the rank of Lieutenant in the U. S. Naval Reserve, having served three years of active duty in World War II. He is also a member of the Board of Directors of the UHF Association.

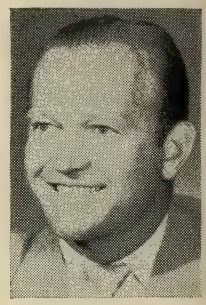
JOHN A. BARNETT, owner of KSWS and KSWS-TV, New Mexico, is a graduate of Southern Methodist University, Dallas, in 1926. He is a geologist and petroleum engineer, and decided to go into business for himself seven years ago. In 1952, John decided to build the first regional TV station in the U. S. where the trade area includes no large cities. Later in 1952, he purchased KSWS. Barnett is a member of many geological and oil associations, being one of several oil men in the industry.



THOMAS E. MARTIN, executive vice-president and general manager of the Hawley Broadcasting Company, owner and operator of WEEU-AM-TV, Reading, Pa., was born in Carthage, N. Y., and is a graduate of the University of Syracuse. He made his first radio appearance at WSYR, Syracuse in 1934. In the spring of 1941, he was named station manager of WWNY, Watertown, N. Y. He came to Reading in May of 1950 as a station executive of the Hawley Broadcasting Company and was named general manager in the summer of that year. In 1953, Martin was advanced to the position of executive vice-president and general manager.

VAL LAWRENCE, general manager, KROD, KROD-TV, CBS affiliates in El Paso, Texas, took Horace Greeley's advice and went west. Leaving his native New York City he became associated with the El Paso Times and Herald where he served as advertising director. He is still active in the newspaper field holding the office of vice-president of the El Paso Times, Inc. During the baseball season Lawrence can usually find an excuse to be in N. Y. on business and his office is along the first base line in the Yankee Stadium. He is married to the former Gladys Pickett, and they have one married daughter.

JOHN A. COLIN, gen. mgr. of WICA-TV, Ashtabula, O., is a native of that city. He also serves as assistant publisher of the four Rowley publications in N. E. Ohio, and also acts as gen. legal counsel for the newspapers and WICA, John was admitted to the Ohio Bar in 1941, having received his degree in 1939 from Cleveland Law School. During World War II, he served in the U. S. Army for five years. Colin is an active member of church and fraternal organizations.



BUD CLARK, gen. mgr. of The Montana Network, operators of KOOK and KOOK-TV, Billings, Mont., spent 3½ years in the U. S. Coast Guard during World War II. Upon discharge he took an announcing job at KVOS, Bellingham, Wash. Bud joined the Montana Network in 1950, when KOOK was in the blueprint stage. He took his present post in 1951, and began double duties when KOOK-TV began telecasting Nov. 9, 1953. Bud's hobby is hunting and fishing, which was a big contributing factor in moving to Montana.

THOMAS P. CHISMAN, pres. and gen. mgr. of WVEC-AM-TV, was born and educated in Hampton, Va. He served as a U. S. Naval officer from 1943-46. Thomas started with WVEC in 1948. He was recalled in 1950 with the National Guard and served in Wash. in the Air Defense. In his spare time he prepared his TV application for the FCC. He filed the application in July, 1952 and received approval in Feb., 1953. Thomas is a member of the Rotary Club, and on the Bd. of Directors for the Red Cross.

JAMES HOWARD CONNOLLY, ABC v.p. in charge of San Francisco office, KGO and KGO-TV, started with N. W. Ayer & Son in Phila. in 1926. He joined ABC in 1944 in the station relations department. Jim made the circuits out of N. Y. for two years prior to ABC assigning him to establish its station relations office in Chicago. This accomplished he returned to N. Y. and assumed an even stronger role in the network's station relations picture. In March 1952, Connolly was named to his present post.

HENRY P. JOHNSTON, pres. of The Television Corp., operators of WAPI-AM-FM and WABT, Birmingham Ala., is also serving as exec. v.p. of the Birmingham News Co., and pres. of the Huntsville, Ala. Times. He was general manager of WSGN from 1937 until July, 1953, when the Birmingham News Co. sold that station to acquire WAPI. Since his graduation from Washington and Lee College in 1929, Henry has served as a Kelly-Smith newspaper rep., and local adv. mgr. of the Birmingham News.

CLAUDIA T. JOHNSON, pres. of the Texas Broadcasting Co., operators of KTBC-AM-TV, Austin, Texas, acquired KTBC in 1943. KTBC-TV was one of the first stations to get into operation after the freeze was lifted, going on the air Thanksgiving Day, 1952. Claudia is a graduate of the University of Texas. She married Lyndon B. Johnson in 1934, and has two daughters. He is the present senior senator from Texas. She is a native of Alabama, and moved to Texas as a young child.

DOUG KAHLE, pres. and gen. mgr. of KCSJ-AM-TV, Denver, Colo., purchased the station in June, 1952, in partnership with Bob Clinton. KCSJ-TV was established in June, 1953. In 1946 he established KCOL in Ft. Collins and was part owner and gen. mgr. until 1950. He established KOWB in Laramie, Wyo., in 1948 and held an interest in this station for about a year. He purchased KOKO in La Junta early in 1950 and sold this station in 1951. Kahle is a member of the Rotary Club and Elks Club.

J. ROBERT KERNS, v.p. and managing director of WBRC-TV, is a veteran of 14 years with the Storer Broadcasting Company, and began his broadcasting career as a salesman at WHIZ, Zanesville, Ohio, in 1939. In June, 1947, WHIZ was sold and KERNS was transferred to WLOK, Lima, Ohio, where the station under his dynamic leadership established new records in both sales and audience. He is married, has three children, and attended the Linsley Military Academy. He is also a member of the Elks.

ALFRED H. KIRCHHOFER, v.p. of WBEN Inc., was a national figure and a leader in the newspaper world even before he became the managing editor of The Buffalo Evening News in 1927 and a WBEN official in 1930. Born in Buffalo May 25, 1892, he started cub reporting in 1910, and is now known across the country as managing editor and a director of The Buffalo Evening News as well as v.p., secretary, and director of WBEN Inc. Married and a member of the Buffalo Club, he's also a member of SDX.

TOM KRITSER, KGNC and KGNC-TV, Amarillo, Texas, began his radio career in KGNC's merchandising department in 1940 during summer vacations between college semesters. In 1948, he became gen. mgr. of KDDD, Dumas, Texas, and the following year he returned to KGNC where in Jan., 1950, he was named gen. mgr. Under his leadership KGNC boomed to its three most successful years. Kritser also assumed management of KGNC-TV, when in October, 1952 a CP was granted for the first "Panhandle" TV station.

FRANK S. HOY, gen. mgr. of WLAM-AM-TV, Lewiston, Me., is also gen. mgr. of WPMT, Portland, Me. He served as circulation mgr., advertising mgr. and business mgr. of Lewiston Sun-Journal from 1922 to 1946. Hoy resigned and sold his stock interest in Sun-Journal in 1946 to establish WLAM. He founded Portland Telecasting Corp. In Jan. 1953. WPMT (TV) went on the air Aug. 30, 1953. WLAM-TV hit the airwave in Nov., 1953. He is former chairman and present member of Maine State Board of Education.

GEORGE J. HIGGINS, v.p. and managing dir. of KMBC-KFRM-KMBC-TV, Kansas City, entered radio in 1931 as sports director of WTCN, Minneapolis. In Feb., 1951, Higgins moved to KMBC-KFRM as v.p. in charge of sales and in Oct. of the same year, was made v.p. and managing dir. He has been associated KSO, Des Moines and WISH, Indianapolis. He was elected to the board of directors of the Midland B'casting. Co., Jan. 1, 1954. Higgins is currently chairman of the NARTB Sports Committee.

HARRY HUEY, gen. mgr. of Nevada Radio-TV, Inc., (KZTV), Reno, Nev., entered Reno immediately after the cp for KZTV was made. He made all initial business surveys as well as supervising all property acquisition and construction leading to the initial air date, Sept. 27, 1953. He also assembled and employed all personnel, since responsible for its operation. Harry came to this assignment after 27 years with the same owner as advertising dir. of the Southwest-Times Record newspaper in Ft. Smith, Ark.

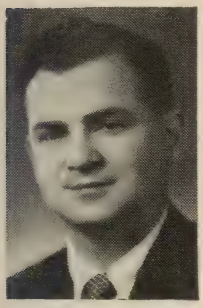
PHIL HOFFMAN, v.p. and mgr. of KOAT-TV, Albuquerque, N. M., managed KFJB from 1929-1932. In July, 1953 Phil purchased interest in KOAT-TV. Phil has been associated with WNAX, Yankton, S. D., KRNT, Des Moines, and was v.p. of Cowles B'castg. Co., while still responsible for home office supervision of WNAX until pre-war WNAX manager returned from the armed services. He managed KECA-TV owned by ABC, from Nov., 1951 to July, 1953. Phil has also been associated with KOB, Albuquerque, N. M.

ALLEN L. HAID, v.p. and managing dir. of the Storer Co.'s Toledo WSPD and WSPD-TV, joined the Storer organization in 1937 at its Wheeling operation, WWVA. In 1939 when Storer acquired its Zanesville, O. operation, he was transferred there as asst. mgr. and program dir. and was made managing dir. in 1942. In 1946 he was transferred to the company's operation in Fairmont, W. Va. In 1948 he was made v.p. and in 1949 elected to the board of directors. In the Fall of 1951, he took his present post.

MARSHALL H. PENGRA, president and general manager, KSTM-TV, St. Louis' ABC affiliate, was formerly general manager of KGKB, Tyler, Texas. A native of Illinois and a graduate of the University of Illinois, the new KSTM-TV chief executive has long been active in the broadcast legislation field. He headed a group of Oregon radio men in 1941 in outlining a proposal to the FCC for relaxing operator requirements during the war period. The NAB has used his services on numerous occasions, and he has also been on the NAB music advisory committee. He is married, and has two sons—Marshall, 18, and Michael, 15.

LES HACKER, co-owner and mgr. of KVEC-AM-TV, San Luis Obispo, Calif., put KVEC on the air on May 8, 1937, and has seen the station grow both in size and power to its present radio and TV operation. The TV construction permit was applied for in May, 1948 and granted May, 1953. Les Hacker is single and lives in San Luis Obispo with his mother. His hobbies, ships and the sea, take second place only to special events broadcasting on radio and television.

NORMAN KNIGHT, mgr., WABD, N. Y., had been, for four years, vice-president in charge of advertising and promotion for Sponsor Magazine, and before that, was Eastern manager of station relations for the Mutual Broadcasting System. After a varied background of announcing, writing, and promotion with several stations, his selling career started at WMMN, Fairmont, W. Va. Later, before moving to N. Y., Norm became general manager of the West Virginia Radio Corporation. He has long been active as a speaker on broadcasting media before ad and sales groups, and is a member of the Friars Club and the Variety Club.

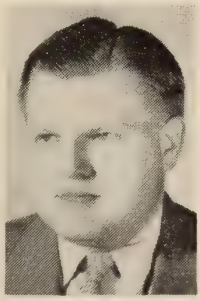


JOE FLOYD, pres. of Midcontinent B'castg. Co. and pres. of KELO-AM-TV, Sioux Falls, S. D., came to Sioux Falls in 1932 as the manager of the Granada Theater. Floyd is the originator of several network radio and TV productions, having actually produced both types of shows. He is nationally known as the originator of "Blind Date" as heard on NBC. Floyd is wing commander of the state of South Dakota Civil Air Patrol, holding the rank of a Colonel. He has been active in community events since 1933.

NORMAN A. GITTLESON, gen. mgr. of WJAR-TV, Providence, R. I., started in TV in 1949 at WFMY-TV in Greensboro, N. C. Norman is a graduate of Morris-Harvey College in Charleston, West Virginia. He spent four years in the U. S. Navy, serving 26 mos. overseas. WJAR-TV's basic affiliation is NBC and secondary network is ABC. Norman is a member of the Providence Rotary Club, and Secretary-Treasurer of the Rhode Island Radio and TV B'casters. Association.

BOB GARDNER, gen. mgr. of KLAS-TV, Las Vegas, Nevada, is a graduate of the University of Minnesota. Following his studies he joined the staff of WMIN in St. Paul as announcer. Except for a period with the special services div. of the Army Air Force, Bob remained with KYSM for 11 years, five of which were in the capacity of asst. mgr. In June, 1953, Gardner entered TV as commercial mgr. of KLAS-TV, and in Dec. of that year was made general manager of the operation.

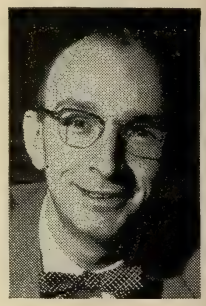
ANSEL E. GRIDLEY, v.p. and gen. mgr. of the Salisbury B'cstg. Corp., operators of WWOR-TV, Worcester, Mass., has been in radio and TV ever since he enrolled at Rollins College in Fla., and the University of North Carolina. During the war his experience was used by Uncle Sam in special overseas assignments. On one of these occasions he was cited for his achievements in the study of sporadic E behavior. He has been associated with WHOO, WARE, and in 1952 established WFGM, Mass.



GEORGE J. KAPEL, general manager of KOMU-TV, commercial station of the University of Missouri, was previously commercial manager of WAAB, Worcester, Mass., manager, WDYK, Cumberland, Md., manager, WDNE, Elkins, W. Va., program director, WAJR, Morgantown, W. Va., and had been earlier, associated with KMJ, Fresno, Calif. He graduated from the University of Oregon in 1943. Now married and the father of a son, Kapel is 31 and during the war served with Counter-Intelligence in both Manila and Tokyo.

W. HANES LANCASTER, JR., vice-president and general manager, WJHL-TV, and WJHL-AM, is a graduate of Washington & Lee University, and spent three years with the Air Force in the Pacific area during World War II as a member of a B-29 bomber group. Originally joining the sales department of WJHL, Johnson City, Tenn., he assumed managership in 1950. When WJHL-TV had its tower collapse a week before air date, Oct. 17, 1953, he lost 15 pounds between the time the tower collapsed and went on the air Oct. 26, 1953.

ED BREEN, pres. of KQTV, Fort Dodge, Ia., was formerly a county attorney and in the State Senate. KQTV is a TV outgrowth of the radio venture. Breen and others organized KVFD, and took over during the early war years when it didn't look very promising. He was president of the Iowa Tall Corn Network, also of the Iowa Broadcasters Association. He served one term on the NAB board and is presently chairman of the NARTB Copyright Committee. Breen has been active in radio associations.

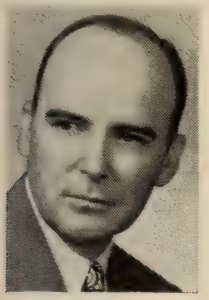


THOMAS C. BOSTIC, v.p. and gen. mgr. of KIMA-AM-TV, Yakima, Wash., is now in his ninth year with the company. Graduating from the University of Wash. College of Pharmacy in 1941, he entered radio at KBND in Bend, Ore., soon after graduation. He joined KIMA in 1945 as an announcer. Moving to all phases of operations at KIMA, was named to his present post in 1953. Tom is a member of the board of directors of the Yakima Rotary Club and is active in the Chamber of Commerce and the 4-H Clubs.

JOE BONONSINGA, v.p. and gen. mgr. of WGEM - AM - FM - TV, Quincy, Ill., had his own dance orchestra, and is still a member of the AFM. Following a stint in the Army from 1943-45, he returned to Quincy and in Oct. 1947 went with WGEM as commercial mgr. Joe is a native of Quincy and is a graduate of Quincy College. He was associated in business with his father in a wholesale food company as sales rep. Joe is a member of the American Legion, Director of Sales Executives, and Rotary International.

GERALD A. BARTELL, pres. of WOKY and WOKY-TV, Milwaukee, Wis., pres. of WAPL, Appleton, Wis., and pres. of WMTV, Madison, Wis. is a graduate of the Univ. of Wisconsin. During World War II he served with the U. S. Naval Aviation. Returning to civilian life, he collaborated with his wife, Joyce Jaeger, former associate dir. of the Wis. School of the Air, WHA, in a series of records for children on MGM label. He recently filmed a series of TV shows for children now running in New England.

JOHN H. CLEGHORN, gen. mgr. of WHBQ and WHBQ-TV, Memphis, Tenn., has been in radio and TV continuously since 1929. He served two years as an officer in the Navy in World War II, and is a member of the Naval Reserve. Born in Atlanta, Ga., he was graduated from the University of the South at Sewanee, Tenn. Cleghorn went with WMC shortly thereafter as a combination staff man and reporter for "The Commercial Appeal" which owns the station. He is married and has two daughters.



ED COONEY, v.p. and gen. mgr. of KOPR and KOPR-TV, Butte, Mont., started with KGVO, Missoula, Mont., while he was attending Montana State University there. In 1948, Ed became gen. mgr. of KOPR which went on the air in June of that year. In April 1950, he was made v.p. of the Copper B'castg. Co. KOPR-TV started operations in Aug. 1953. He is a past president of Montana Radio Stations, Inc., a member of the Butte Rotary Club and the Butte Country Club. He is married and has two daughters.

W. M. CARPENTER, v.p. of WTOV-TV and WLOW, Norfolk, Va., entered radio as copywriter for WRAL, Raleigh, N. C. in 1939. He entered the U. S. Army in 1941 and was separated in 1946. He joined WLOW as a salesman in 1947, and named station mgr. of the station in June of 1947. In Oct. 1953, he was appointed v.p. of Commonwealth Broadcasting Corp., operators of WLW and WTOV-TV. He is married to former Hope Walker of Virginia Beach, Va., and have two children, boy 6, and girl 3.

WILTON E. COBB, gen. mgr. of WMAZ and WMAZ-TV, Macon, Ga., joined the station in 1927, when the station was operated by the Macon Chamber of Commerce. He became gen. mgr., and when the Southeastern B'cast. Co., of which he is secretary-treasurer, began program broadcasting from its TV transmitter in Sept. 1953, Cobb was made gen. mgr. of the combined radio-TV facilities. He is a member of the Macon Kiwanis Club. His hobbies are photography, boating and dogs.

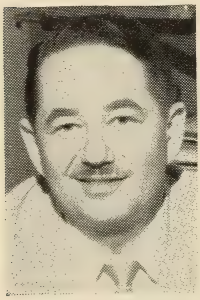
C. GLOVER DELANEY, v.p. and general mgr. of WHEC and WHEC-TV in Rochester, N. Y., began his radio career as an announcer on WESG in Elmira, N. Y., after his graduation from Hobart College in Geneva, New York in 1933. He moved to Syracuse's WFBL, then to Hartford, Conn., where he became manager of WTHT in 1941. Delaney was appointed general manager of WHEC and managing director of the Gannett Radio Group in the spring of 1953.

MILTON D. FRIEDLAND, gen. mgr. of WICS, Springfield, Ill., entered the television field early 1948. He has had varied experience at WBKB, Chicago, serving in different capacities as assistant to John H. Mitchell. He also served at WBBM-TV in the capacity of sales service mgr. for both local and national business. Milton took his present post in July, 1953. He received his BA degree at Roosevelt College in Chicago, and did graduate work at the University of Chicago.

CHARLES H. GARLAND, gen. mgr. of KOOL and the Radio Network of Arizona, secretary-treas. of Old Pueblo B'castg. Co., which operates KOPO-AM-TV, Nogales, is also sec.-treas. and gen. mgr. of Maricopa B'casters, Inc., which operates KOOL-AM-TV, and KOLD, Yuma. In 1945 he moved to Phoenix, Ariz., as gen. mgr. of KPHO, which was then owned by Gene Autry and Rex Schepp, with whom he has been associated for many years. Charles left in 1948 to take his present post.

G. DAVID GENTLING, gen. mgr. of KROC-TV, Rochester, Minn., is a graduate of the University of Minnesota. He joined KROC in 1937 as a salesman. Dave left in 1942 to become a member of the U. S. Naval Air Corps and returned to KROC in 1945. He took his present post in 1947. KROC-TV took to the air July 16, 1953. Dave is a past president of the Minesota Broadcasters Association and has served three years on their board of directors. He is a native of Rochester, Minn.

PAUL GOLDMAN, v.p. and gen. mgr. of KNOE-TV, Monroe, La., came to Monroe in Feb. of 1951 from Alexandria. While in Alexandria he was gen. mgr. of KSYL and prior to that was news director and asst. mgr. of WSMB in New Orleans. During his college days at Oglethorpe University in Atlanta, Ga., he directed and produced plays over the college station. Goldman is also a member of the executive board of the Twin City Concerts Association, and honorary members of the Kiwanis Club.



PAUL N. GOODE, gen. mgr. of KSWO-TV, Lawton, Okla., started with KSWO as a bookkeeper, elevating to office manager in 1948. The company now owns and controls KSWO, Lawton, KRHD, Duncan, KSWO-TV, and KMID-TV, Midland, Texas. Paul holds the post of comptroller of these four properties and general manager of KSWO-TV. He is a member of the Kiwanis Club and interested in various civic activities. He entered the broadcasting field in 1946 with the background of a public accountant.

HARRY L. GOLDMAN, gen. mgr. and v.p. of WROW-AM-TV, Albany, N. Y., started as a radio time salesman for WOKO in 1938, when that was the only radio station in Albany. He founded the adv. agency of Goldman, Walter and Kanna, which is still in existence under present management of brother Jack. In 1947 he opened his own radio station, WROW, which is now an ABC affiliate. WROW-TV took to the air late in 1953. Harry is gen. mgr. and v.p. of Albany's first UHF TV station.

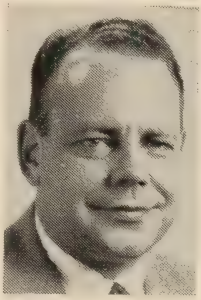
JERRY GEEHAN, gen. mgr. of KMO-AM-TV, Tacoma, Wash., took his present post in 1953. He started with KMO in 1931, later leaving to join KVI as sports director. In 1939 he returned to KMO, working in the sports department and sales. In 1943 he was made sales manager and in 1949 appointed station manager. Geehan is a member of the Board of Directors of the Tacoma Chamber of Commerce, a member of the Kiwanis. He is a native of Tacoma and a graduate of the College of Puget Sound.

DON DAVIS, pres. of WHB and WHB-TV, Kansas City, first became active in broadcasting in 1926 as a partner in the Kansas City advertising agcy. of Loomis, Baxter, Davis, and Whalen. In June 1953 the FCC granted the WHB B'castg. Co. a share-time license (with KMBC) for TV channel 9 in Kansas City. Don Davis became pres. of the newly organized WHB-TV at that time. Don has originated the station's "Weatherman-In-Person," and the "Musical Clock" and hundreds of other local shows.

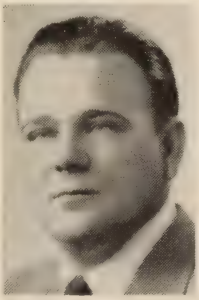
RICHARD O. DUNNING, pres. and gen. mgr. of KHQ-TV, Spokane, Wash., was born in Colorado Springs, Colo. He is a graduate of Washington State College at Pullman, Wash. He is a member of Beta Theta Pi and Sigma Delta Chi. Richard is a past president of the Washington State Association of Broadcasters. He is married and has two children, Richard H. 17, and George E. 10. Dick is a member of the SPAC-NBC Advisory Council for the Pacific Coast.

THEODORE A. EILAND, pres. and gen. mgr. of WTAP, Parkersburg, W. Va., and West Va. Enterprises, Inc., has been associated with the group which brought the first TV station in the Mountain State. After serving seven years in an executive capacity with WSAZ-AM-TV, Huntington, W. Va., he resigned in April of 1953 to associate with West Va. Enterprises, Inc., and begin construction of WTAP (TV), the only TV station allocated to the Parkersburg-Marietta, Ohio markets. He is married and has three sons.

HAYDN R. EVANS, general mgr. of WBAY and WBAY-TV, Green Bay, Wis., took his present post in 1940. He is a graduate of Cornell College. While at college, he wrote and produced musical shows, led the college glee club, and was business manager of various college publications. Haydn formed his own advertising agcy. After graduation, specializing in radio. He joined NBC sales 10 years later. In 1939 he created and sold "Pot O'Gold" program. WBAY-TV took to the air in 1952.

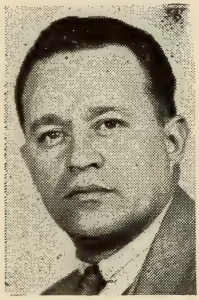


ROBERT D. ELLIS, v.p. and national sales dir. of KKTV, Colorado Springs, and gen. mgr. of KGHF in Pueblo, Colo. is a native of that state. Graduated from the University of Colorado with a Law Degree, he practiced law in Denver for several years before and after World War II. Robert joined KGHF in 1947 as manager. In 1952 TV Colorado, Inc. was formed under the joint ownership of KGHF in Pueblo and KVOR in Colorado Springs was appointed v.p. KTTV started TV broadcasting Dec. 7, 1952.



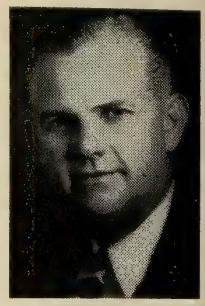
WILLIAM J. EDWARDS, pres. and gen. mgr. of Lake Huron B'castg. Corp., operators of WKNX-AM-TV, Saginaw-Bay City, Mich., started as an announcer at WBRC, while attending Birmingham-Southern College in Birmingham, Ala. Before entering the Navy during the war, he was news commentator for KLAC in Hollywood. Upon his discharge from the Navy, he joined with Howard H. Wolfe in founding WKNX in 1946. He is vice pres. of the Michigan Association of Broadcasters. Edwards is a 20-year radio veteran.

W. D. ROGERS, president of Texas Telecasting, Inc., owners of KDUB-TV, Lubbock, Texas, and the new station now under construction, KPAR-TV, Sweetwater, Texas, graduated from Texas University, and started in radio during his college days. An Air Force veteran, "Dub" has been active in the National Association of Radio and Television Broadcasters, and served on the first board of directors of the NARTB, and has been on many of its committees. He is now serving on the 1954 Convention Committee.



IRVING ROBERT ROSENHAUS, president and gen. mgr., WATV Television and WAAT, its radio sister, Newark, New Jersey, first joined the staff of WAAT in 1941 as assistant manager. A former teacher, who holds degrees from both Rutgers, and NYU, Irving has also received an honorary doctorate degree from Seton Hall University. An extremely civic-minded individual, he is a trustee for the New Jersey Society for Crippled Children, and also on the advisory committee for United Cerebral Palsey.

JAMES G. RIDDELL, president, WXYZ, Inc., ABC's owned and operated station in Detroit, was born in Glasgow, Scotland, and after his family moved to America, started at WXYZ in 1931 as an office boy. Within a year he had a promotion, the first of many, and he began his climb to the top. Jim leads a well-rounded life of business and pleasure now, an ardent golfer, he plays in the low 70's. He is also an excellent bowler. A member of the Detroit Athletic Club, Jim is married and has two daughters.



CLYDE W. REMBERT, president of KRLD-AM, FM, and TV, Dallas, was born in Columbia, S. C., and moved to Dallas with his parents at the age of 11. After his first job with an ad agency as an office boy, Clyde came to KRLD as an advertising man with broad experience in newspaper, agency, and theatrical advertising. He has handled every job at the station, except engineering, and became president in 1952. A past director of NARTB, Clyde is also a past member of the Columbia Affiliates Advisory Board.

LEE RUWITCH, executive vice-president and general manager, WTVJ, Miami, received his indoctrination in the communications field under the aegeis of Admiral King during World War II. WTVJ began telecasting in March, 1949, and in August of that year, Lee became its general manager. Lee was born in Escanaba, Michigan, and was graduated with a degree of Bachelor of Science in Business Administration from the University of Minnesota. Lee is a bachelor and lives the year around in Miami. His nonoccupational hobbies which progressively command less and less time are boating and golfing.

JOHN M. OUTLER, JR., gen. mgr. of WSB-AM-FM-TV, Atlanta, Ga., is a veteran of 40 years in the newspaper, radio and now TV business. He joined the Atlanta (Ga.) Journal staff and handled real estate advertising from 1916 until he enlisted in the Armed Forces in 1917, returning to the Journal in 1919. In 1931, Outler became business mgr. of WSB, and in 1944 was named gen. mgr. With the inauguration of TV service in 1949, he assumed double duties as general manager of both AM and TV.

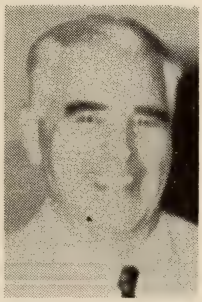
DONALD A. NORMAN, general manager of KNBH, NBC's Hollywood TV station, joined NBC in 1943. He joined A. C. Nielsen Co. in 1937, and his travels really began. Completing a training course in Chicago, he was sent to Los Angeles, and with that base, traveled the Western United States, laying out the Nielsen samples. In 1944, he moved from San Francisco to Hollywood, and in Feb. the following year went to N. Y. Don took his present post in April, 1952, succeeding Thomas B. McFadden.

PHILIP MERRYMAN, president and general manager for WICC-TV, Bridgeport, Conn., was born in Laredo, Mo., the son of Joseph and Ethel Breckenridge. He had been with NBC in various departmental functions from 1927 to 1947. Among others he was with the engineering, station relations, business planning and developing. Phil was also a broadcast consultant from 1947 to 1950, and has been president of the Bridgeport Broadcasting Company since 1950. He is also a daily news commentator on WICC, and now makes his home in Edgewater Hillside, Westport, Connecticut.

JOSEPH WALLACE McGOUGH, general manager, WTVN, Columbus, Ohio, is better known to his colleagues and friends as Wally. Wally started in radio back during his high school years as a staff announcer with WJAC-AM, Johnstown, Pa., his home ground incidentally. During his three years in the Army, he was connected with the Armed Forces Network Stations in New Guinea and the Philippines. Wally became sales manager of television station WJAC-TV in 1950, a position he held until he was offered the position of sales manager for WTVN in 1952. In December, 1953, Wally became general manager of WTVN.

STERLING "RED" QUINLAN, general manager of ABC's owned and operated WBKB and WENR, Chicago, started in the radio business at the amazing age of 14, a year after his father's death when he induced the then head of the old WJKS, Ralph Atlass, Gary, Ind., to give him a crack at handling an amateur talent show. When United Paramoun Theatres, Inc., merged with ABC, "Red" was appointed program director of WBKB, and on July 1, of that year he was named general manager, succeeding John Mitchell, who moved onto New York. "Red" was born in Maquoketa, Iowa, is married, and has one son, David, aged 7.

FRANK O. MYERS, general manager, KCMC-AM-FM-TV, Texarkana, is also vice-president of Camden Radio, Inc. operating KAMD, Camden, Ark., and KWFC, Hot Springs, National Park, Arkansas. He assumed management of KCMC in 1939 when Elliott Roosevelt was president of the Texas State Network where he was employed at Ft. Worth with KFJZ, key outlet. Meyers is a community leader in civic affairs, county chairman for U. S. Saving Bonds, radio advisor to the Red River Arsenal, director of Family Service, Red Cross, Community Chest, an ardent golf fan and member of Texarkana Country Club.



ROLLAND V. TOOKE, general manager of WPTZ, Philadelphia outlet of the Westinghouse Broadcasting Co., Inc., was born in Munnsville, N. Y., and graduated from the Wharton School, University of Pennsylvania. Mr. Tooke joined the Philco Corp. in 1941, then owners of WPTZ, from 1943 to 1945 was attached to the Navy Department as a member of the Philco Technicians Corp., returning to television broadcasting in 1945. He was named general manager of WPTZ in 1953.

DAVID F. MILLIGAN, gen. mgr., WFAM-TV, and WASK, Lafayette, Indiana, began his broadcasting career in 1931 while attending Butler University in Indianapolis, as a gag writer and producer. He then joined the staff of WFBM of that city as an announcer. Later Dave entered the advertising field as owner and general manager of his own agency in the Hoosier capital for three years. For the past four years he has been in the sales promotion field as manager of sales promotion and public relations for WFBM-TV, Indianapolis. On July 4, 1953, Dave came to Lafayette as general manager of WFAM-TV.

HUGH B. TERRY, president of Aladdin Radio & Television, Inc., operators of KLZ, KLZ-TV, Denver, Colo., CBS affiliates, was born in Alexandria, Neb., graduated from the University of Missouri, and joined the staff of WKY, Oklahoma City as a salesman in 1932. In 1936 Terry was named manager of KVOR, Colorado Springs, in 1941, manager of KLZ, Denver, which station was sold to Aladdin. He has won many awards, has served as district director of the NAB and director at large to the NARTB.

JAMES H. MOORE, executive vice-president of the Shenandoah Life Stations, WSLS-AM, FM, & TV, in Roanoke, Va., had his first experience with radio when he sang over the old WOL station in Washington. Hs musical education was instrumental in his creating an avid interest in radio and the business side of radio operation. Jim played a heavy part in the building of WSLS, and was its general manager when the brand new station went on the air in October, 1940. He has been extremely active in civic organizations, and during the war gave his services as a consultant for OWI touring stations in Va., W. Va., and N. C.

ROBERT R. TINCHER, vice-president of the Cowles Broadcasting Co. and general manager of KVTV, Sioux City, Iowa and WNAX, Yankton, S. D., was educated at the University of Pennsylvania and the Wharton School of Finance. Bob became vice-president and treasurer of the Langwith Publishing Co., Minneapolis, and later, with the Iowa Emergency Relief Administration, was made assistant treasurer of the Iowa Broadcasting System. In 1938 he took over his duties at WNAX, and KVTV in 1953.

FRED M. THROWER, vice-president and general manager, WPIX, New York, came to that station after almost 25 years experience with the National Broadcasting Company, ABC and CBS Television, Inc. He had been for nine years vice-president in charge of network sales for ABC prior to joining CBS TV in the same capacity. Fred served as a lieutenant in the U.S.N.R. during World War II, with service both in the European and the Far Eastern Theaters. He is married and has a home in Greenwich, Connecticut.

LEE PIERSON LOOMIS, president of Lee Broadcasting Inc., Licensee of WTAD-AM-FM, Quincy, Illinois, and KHQA-TV, Hannibal, Mo., and Quincy, Illinois, was born in Hannibal, Mo., September 28, 1884. In the publishing field, Loomis has served as president of the Iowa Daily Press Association, a director of the Inland Daily Press Association, and was for seven years a director of the Bureau of Advertising, ANPA. He is a Mason and an Elk, and is an active member of the St. John's Episcopal Church, Mason City, Iowa. He is married, and has one adopted daughter, who lives in Mason City, Iowa.

CARLETON D. SMITH, NBC vice-president and general manager of WNBW and WRC, NBC O & O stations in Washington, D. C., has been in broadcasting for 26 years. He joined NBC in Washington as a staff announcer in 1931, and became manager of WRC in 1941, and in 1947 put WNBW on the air as the nation's first postwar TV station. Carleton is married, and has a son twelve years old. He is a member of the Columbia Country Club, the Burning Tree Club, the National Press Club, and Sigma Chi.

P. A. "BUDDY" SUGG, vice-president, WKY Radiophone Company, manager WKY-AM-TV, Oklahoma City, became interested in radio when it was still only a squealing and intriguing infant. A Navy reservist, "Buddy" was called to active duty in October, 1940, and had a major role in the development of radar during the war. He held the rank of captain when he was released in 1945. He also did additional radar work at MIT. "Buddy" is married and makes his home in Oklahoma City. He has one daughter, Nancy.

ERVIN F. LYKE, president and general manager of Veterans Broadcasting Company, Inc., operating WVET and WVET-TV, began his radio career at WOLF, Syracuse in 1940. He worked at WENY, Elmira, and was chief engineer at WSLB, Ogdensburg, when in 1941, he went to CBS, N. Y., as an engineer and worked on the construction of the CBS-Office of War Information transmitters during World War II. He came to Rochester and WVET in 1947 as chief engineer. He became general manager in 1950 and president of the company in 1951. Ervin is a member of the Rochester Advertising Council and the Institute of Radio Engineers.

ROBERT LEMON, station manager, WTTV, Bloomington, Indiana, is a young man straight from a local daily newspaper advertising staff. He spent a year as a sales manager for WTTS, radio division of the Sarkes Tarzian Corporation, and then threw his energies into the sprouting television station as sales manager. In 1952, he was named station manager, and since then the sky's the limit for him with the direct supervision of Indiana's highest tower, a 1000 foot structure for WTTV's new channel 4 operations. With the WTTV expansion under way. Bob's leisure hours are spent at home with his wife and two daughters.

BEN LUDY, general manager, WIBW-AM, WIBW-TV, Topeka, Kansas, and KCKN, Kansas City, is a native of Cedar Rapids, Iowa, and attended the University of Iowa. He has spent all of his working years in the radio and sales game. In 1929 he went with KOIL, Omaha, Nebraska, where he remained until he came to Topeka and went with Senator Arthur Capper's station, WIBW in 1933. WIBW is one of the oldest stations in Kansas and today is one of the most prominent, building a wide following under Ludy's leadership. Married, and the father of a daughter, 8, Ludy is a Mason and member of the Shrine.

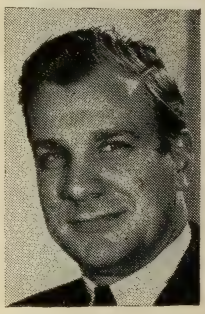
EDWARD G. SMITH, general manager, WTCN-AM, WTCN-TV, Minneapolis, is a 25-year veteran in the broadcasting business. He started out for WXYZ in Detroit, then managed a station in Grand Rapids, Michigan. After being with WGN in Chicago for six years as production director, he took on the responsibilities of looking after General Mills' radio and television programs. For two years he was director of the ABC Radio Network-Central Division. In 1951, he became general manager of WTCN-Radio, later WTCN-TV.

HECHT S. LACKEY, president and general manager of WEHT, was born in Paducah, Kentucky, August 9, 1901, one of seven sons, four of whom are in radio and television. Lackey entered radio in 1939 when WHOP was built. In addition to his duties as president and general manager of WEHT, he is owner and managers of WSON-AM and FM. Lackey also serves his town as mayor, chairman of the Methodist Hospital Board, director of the Red Cross Chapter, YMCA, Chamber of Commerce, Community Chest, and director of the Kentucky Broadcasters Association. He is married and has three sons, ages six, eight and eleven.

WILMER C. SWARTLEY, station manager, WBZ-TV, Boston, was born in North Wales, Pa., in 1908. Wilmer has an engineering degree from Cornell University, and during World War II, he received a leave of absence from WBZ to serve with the Army as a major in the Ordnance Department. Wilmer is a director of the Boston Chamber of Commerce, a past director and member of the Radio Executives Club, and has served on numerous civic and charitable committees. He is a resident of Newton, Mass., married and a father.

CHARLES DE YOUNG THIERIOT, general manager of KRON-TV and KRON-FM, born February 1, 1915, graduated from Princeton University, and served in the Navy from 1942 to 1945. Mr. Thieriot is vice-president of the Bakersfield Broadcasting Co., vice-president and director of the Chronicle Publishing Co., and director of the Bureau of Advertising, ANPA. Under him, KRON-TV has been commended by the City of San Francisco for notable achievements.

VICTOR A. SHOLIS, vice-president and director, WHAS-AM-TV, Louisville, Ky., was born in Glasgow, Scotland, and in 1929, after his family had moved to Chicago, became a citizen of the United States through the naturalization of his father. An honorary journalism graduate of the University of Illinois, and a member of Sigma Delta Chi, Victor has often aided Democratic nominees for the presidency. Married in 1943 to Jane McDonald, he is the father of three children, all boys, Victor, Robert and David.



FRANKLIN SNYDER, vice-president and general manager, WXEL, Cleveland, Ohio, has headed the station's operation since its opening in 1949. After leaving Carnegie Institute of Technology in 1935, he later joined the Empire Coil Company to supervise the final phases of construction of their station WXEL in Cleveland. During the past four years he has directed the activities of WXEL's rapid and progressive growth, and finds his berth in TV broadcasting as one of the most interesting in his career.

ALVIN D. SCHROTT, manager, WJAC-TV, Johnstown, Pa., was appointed manager of the station six months before it went on the air. He is treasurer and secretary of the Johnstown Tribune Publishing Company, parent of WJAC-TV, and has been with that organization since June, 1932. In January, 1934, he began national advertising for the newspaper and remained in the advertising department until he entered the U. S. Navy in March, 1944. He was on submarine duty until his discharge in December, 1945.

LOU POLLER, owner and operator, WCAN-AM, WCAM-TV, Milwaukee, Wisconsin, and president of the Ultra-High Frequency Television Association, is an old hand in radio, and a new, vigorous hand in television. He started in radio at the age of 16 as a sportscaster in Scranton. His first ownership venture in radio came in Scranton also, when in 1942, he built WARM. Shortly after this venture, he enlisted in the Marine Corps, serving until the end of World War II. Lou's primary purpose is to make WCAN-TV a model UHF station for the entire country, and his efforts have already focused national interest.

GENE O'FALLON, gen. mgr. of KFEL-AM-FM-TV, Denver, Colo., came to Denver in 1906 to enter the plumbing and heating supply business. During World War I, he served in the 320th Aero Squadron. In 1925 he assumed ownership of KFEL, established KFEL-FM in 1948, and on July 18, 1952, KFEL-TV started operation on channel 2. From 1929 to 1938 Gene served three terms as a director of the NAB. From 1943-45 he was a member of H. V. Kaltenborn's 20 year radio club.

A. R. HEBENSTREIT, pres. and gen. mgr. of the New Mexico Broadcasting Co., operators of KGGM-AM-TV, Albuquerque, N. M., was graduated from Notre Dame University with a Civil Engineering degree in 1911. He became city manager of Albuquerque in 1921. In 1927, after the Pyle Bunion Derby's portable radio station settled in Albuquerque as KGGM, he bought the station. Hebenstreit purchased KVSF in Santa Fe, N. M. in 1938. KGGM-TV began program operation October 4, 1953.

HUGH R. NORMAN, pres. of the Davenport Broadcasting Co., Inc., operators of KSTT, came to Davenport in 1946 and organized KSTT. He graduated from the University of Missouri in 1927 with a B. J. degree. He was associated with a few newspapers in the capacity of editor, business manager, and advertising department. From 1941 1946, Hugh was manager of WCOB, Cape Cod. He is a member of Kappa Tau Alpha, Kiwanis, Chamber of Commerce, Elks, and the Iowa Press and Radio Association.

VERNON A. NOLTE, managing dir. of WHIZ and WHIZ-TV, Zanesville, O., attended the University of Missouri. Upon completion of his studies in 1937, Vern entered the broadcasting industry via WTMV, East St. Louis, Ill., as an advertising copywriter. From there he went to WMBD, Peoria, in 1939. His first job was a radio copywriter, from where he advanced through the ranks of continuity dir., program manager and finally sales promotion mgr. Vern is a member of the Rotary Club and Masons.

ARMISTEAD RUST, president and gen. mgr. of KTXL-TV, San Angelo, Texas, has been one of the owners of KTXL-AM since its opening in 1947. During his university days at Princeton, he was a musician, actor, and producer of the famous Triangle Club musical comedies, working with among others, Jimmy Stewart, Josh Logan, and others. He was a major in World War II and is now mayor of San Angelo. This combination of "show business" talent, public service education and experience, plus proven ability as an able administrator and coordinator has made him a natural for television.

JOSEPH H. ROHRER, president and general manager of the Pikes Peak Broadcasting Co. put KRDO radio on the air in 1947. He put its sister station KRDO-TV, Colorado Springs, Colorado, on the air for the 1953 World Series. His first radio job was with NBC in Denver in 1934. Two years earlier, he climbed Pikes Peak and transmitted the event for NBC from coast to coast. He is coordinator of civil defense, and in 1951, directed the local Cancer Crusade. Married, he has one son, Joe Jr.

CHARLES W. PITTMAN, president and general manager, WCOS-AM, WCOS-TV, Columbia, South Carolina, began his radio career in Macon, Georgia, in 1941. He constructed WBML and served as its general manager until 1952. In 1952, he purchased the stock of WCOS, and moved to Columbia, South Carolina, as president and general manager. WCOS-TV received approval for television September, 1952, and WCOS-TV began operation on May 1, 1953, as South Carolina's first television station.

HOWARD O. PETERSON, general manager, KTVH, Hutchinson, Kansas, broke into the radio field in 1935 in charge of promotion advertising for WOW, Omaha, Nebraska. In World War II, Pete entered the Army as a major and specialized in radio during his tour of duty. In 1945, he became sales manager for KMA, Shenandoah, Iowa, and when KMA started KMTV in Omaha, Pete became a pioneer in TV and sales manager for both stations. Early in 1952, Pete found himself starting KTVH from scratch, and the station had the honor of being the first Kansas TV station on the air. The Petersons have two children.

TED NELSON, gen. mgr. of WFIE-TV, Evansville, Ind., took his present post in July, 1953. In 1952 he bought a substantial interest in WIRO, Ironton, O., and at the same time became gen. mgr. of the Polan Industries three TV stations. In Jan. 1953, Ted purchased an interest in WOHP, Bellefontaine, O. Ted attended Washburn College, University of Tulsa and Case University in Cleveland, O., holding two degrees, one of which is in communications engineering. He is a native of McPherson, Kansas.

LAWRENCE H. ROGERS, vice-president and gen mgr., WSAZ-AM-TV, Huntington, West Virginia, is a veteran of five years in the television industry, in spite of the youthful age of 32 years. He is an honor graduate of Princeton University, and served as a captain during World War II. A native of New Jersey, before settling in Huntington, West Virginia, he is credited with many of the firsts for his television station. An example is his first order for color equipment which has now arrived at WSAZ.

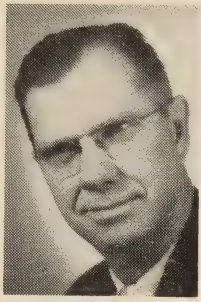
WILLIAM B. QUARTON, gen. mgr. WMT, WMT-TV, Cedar Rapids, Iowa, was born in Algona, Iowa, on March 27, 1903, and attended both the University of Iowa and George Washington University. Since he first became interested in radio back in 1935, when he started with KWCR, in Cedar Rapids, Bill has held many outstanding executive positions in the radio and television industry. He has been a director of the NARTB, vice-president of American Broadcasting Stations in Washington, D. C., and president of the Iowa Broadcasters Association. He is married and the father of one daughter, Diane.

J. HAMPTON MANNING, vice-president of WJBF-TV, in Augusta, Georgia, joined the staff of WJBF-TV in October, 1953, after having been associated with the aviation industry for more than fourteen years. Born in Dillon, South Carolina, on March 31, 1923, Hampton now makes his home in Augusta, having lived there since 1946, after completing five years as a pilot with the Air Force.

HERBERT MAYER, president of Empire Coil Company, Inc., is best known, for his outstanding achievement of bringing television to Portland, Oregon viewers, with Brig. Gen. Sarnoff, heading the list of notable speakers who paid tribute at the opening of KPTV. He was born in 1908 in New York City, son of a successful builder, and at Colgate he led both the track and debating teams. He got his legal education at the University of Wisconsin and in 1936 married Wisconsin's Frances Leaper, a commercial artist. The Mayers have five children and make their home in Larchmont, New York.

ROBERT Z. MORRISON, JR., general manager, KCRI-TV, Cedar Rapids, Iowa, spent ten years with NBC in New York, San Francisco, and Washington, D. C. For many years, Bob worked and lived in New York City, selling AM & TV for NBC Spot Sales. He also managed the Syndicated Sales office for NBC in Washington, and San Francisco. He joined KCRI-TV as sales director when a CP was granted in Aug., 1953. Bob became general manager in January, 1954, succeeding Frank D. Rubel, who since has moved to Des Moines to look after his theater interests. Bob is 39 and a graduate of the University of Pennsylvania.

TROY McDANIEL, general manager, KGBT-AM-TV, Harlingen, Texas, was in the advertising business in 1931. He worked as business manager for the Valley Morning Star in Harlingen, and was, for two years, the business manager for the Nevada State Journal in Reno, Nevada. Troy was also general manager for KGBS Radio, now KGBT, in Harlingen, Texas, for twelve years before being made the general manager for KGBT Radio and Television.



H. MOODY McELEVEEN, JR., general manager, WNOK-AM, and WNOK-TV, Columbia, S. C., entered the radio business in 1939 as an announcer. In 1942 he was program director of another station in Columbia, S. C., until 1947, and the following year, in 1948, he was manager of WNOK. When WNOK entered the television field in 1953, he was made general manager of both the radio and television operations. For the past 15 years he has been very active in the broadcasting field and presently serves as a member of the board of directors of the South Carolina Radio and Television Broadcasters Association.

HARRY Y. MAYNARD, general manager, WCIA, Champaign, Ill., had served as sales manager for KTLA, Los Angeles, since 1948. Before joining KTLA he was with BBD&O, Hollywood. Before World War II, Harry operated an ad agency and public relations service in San Francisco, handling among others, Italian Swiss Colony Wines, and Tidewater Associated Oil Company. He served in the United States Marine Corps from 1941 through 1944 as a major in the recreation and athletic department at the base in San Diego, California. He is a native of California, born in San Jose, is married and has three daughters.

DONALD WAYNE THORNBURGH, president and general manager of the WCAU stations in Philadelphia, has played an outstanding part in building radio from its crystal-set infancy into one of the greatest advertising mediums during the past 22 years. He had been vice-president of CBS, in charge of the western division, when he resigned to assume on Aug. 1, 1949, his present position. He is active in many of Philadelphia's civic and community organizations and is also a member of BAB.

HAMILTON SHEA, general manager, WNBC, WNBC-FM, and WNBT, returned to New York in Sept., 1953 after a period of two years as general manager of WTAM and WNBK, the NBC O&O stations in Cleveland. Prior to his association with NBC he had been treasurer, controller, and a member of the board of directors of the Emerson Drug Company, Baltimore. A native of Brooklyn, he is a graduate of Middlebury College, Middlebury, Vermont, and a member of the RTES in New York. He is married, has four daughters, and lives in Chappaqua.

M. C. WATTERS, gen. mgr. of WCPO-AM-FM-TV, Cincinnati, O., is a graduate of Georgetown University. In 1938, Watters joined Scripps-Howard Radio, Inc., as gen. mgr. of WCPO, and in 1940 he became a vice-president of Scripps-Howard Radio, Inc., and was made a director of the Corp. in 1941. Mort was honored in 1950 by being awarded the Variety Magazine Phi Beta Variety Key for his leadership in that year of TV. He is a member of the Broadcaster's Advisory Council to the president of the U. S.

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., Chicago, has been with the Tribune Company and its broadcast operations for more than 35 years. In addition to his leadership of the Tribune stations, he has been extremely active in the operations of the Mutual network. He is a member of the board of directors of Mutual, WGN, Inc., and WPIX, New York. He is a member of the RTES in New York, Sigma Delta Chi, and the Chicago Press Club. Married to Ann Walker, they reside in suburban Riverside.

OWEN SADDLER, executive vice-president and general manager of the May Broadcasting Company, actively manages radio station KMA in Shenandoah, Ia., while headquartering sixty-five miles away in his KMTV office in Omaha. To save time he usually flies to Shenandoah in the company plane. He received his BA and MA from Bucknell University and at one time was seriously considering the teaching profession. Owen is married, and has three children. He and his family reside in western Omaha.

E. R. VADEBONCOEUR, president of the Central N. Y. Broadcasting Corp., operators of WSYR-AM-FM-TV, Syracuse, came to the station in 1939, after 19 years in the newspaper field. In 1941, Vadeboncoeur became gen. mgr. of WSYR, and a member of the board of directors of Central N. Y. B'castg. Corp.; in a few years he became v.p. In 1952 he became president of the corporation. He has been chairman of the Radio News Committee of the former NAB, and twice a member of NBC's SPAC.

WILLARD SCHROEDER, gen. mgr., WOOD-TV, and WOOD, Grand Rapids, Michigan, was born in St. Louis, Mo., and is a graduate of the University of Missouri. In 1950, he became general manager of WOOD-AM, owned by the Grandwood Broadcasting Company of Grand Rapids. Willard's wife is the former Barbara Will, a former teacher at Briarcliff Junior College in Briarcliff, New York. They met at WINS in New York, where he at the time was general manager and she was a member of the station staff. They now live in Grand Rapids.

ELDEN H. "DENNY" SHUTE, JR., president of the Lewiston-Auburn Broadcasting Corporation, Lewiston, Maine, station manager, WLAM-AM-TV, Lewiston-Auburn, Maine, is a graduate of Boston University. He entered radio in 1937 as an announcer with WCSH, Portland, later moving to WFEA, Manchester. A Marine Corps veteran, (First Marine Division) Denny is director of the Lewiston-Auburn Tuberculosis Association, Lewiston Salvation Army, a member of the Auburn Superintending School Committee, and president of the Kiwanis Club.

LEROY STAHL, director of television, KFBB-TV, Great Falls, Montana, was born in DeWitt, Iowa, and was a professional student at the Northwestern College of Speech Arts. Author of more than thirty plays and books related to the radio, dramatic, and entertainment fields, LeRoy's most recently published is "How to be a Successful Emcee," by T. S. Denison & Company, Minneapolis. With KFBB, he has been successively, since 1941, copy editor, program director, and sales representative. He was appointed TV director in 1953.

WELDON STAMPS, general manager, KFSA-AM, TV, Ft. Smith, Arkansas, has been in the radio business ever since his graduation from high school in 1933. Between April, 1941, and December, 1945, he served as general manager of KADA, Ada, Okla., also serving at that time as a director on the Oklahoma network. Weldon is married, and has two children, Mike, 15, and Patricia, 13. Very active in civic work, he is president of the Kiwanis Club, a member of the Carnegie Library, and also the Knights of Columbus.

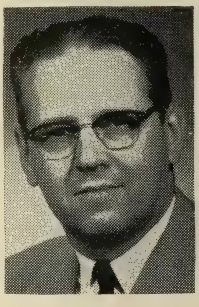
JULIAN M. "JULIE" KAUFMAN, manager, KPHO-TV, Phoenix, Arizona, has been with the station since 1950 when he started there as account executive later to become executive sales manager. Prior to that "Julie" was with ABC-TV in San Francisco as an account executive where he established a national sales record in 1949. Born in Detroit, he was a former newspaper publisher before turning to broadcasting. "Julie" is married to ex-Conover model Kitty and has one daughter, Nikki, age 9.

THOMAS P. SHELBURNE, managing director of WILK-TV, Wilkes-Barre, Pa., and treasurer of the Wyoming Valley Broadcasting Company, graduated from Hampden-Sydney College in Virginia, and received his MA degree from William and Mary. He has been very active in community affairs in Wilkes-Barre, having served as president of the Junior Chamber of Commerce, president of the Greater Wilkes-Barre Endorsement Board, on the Board of Directors of the Travelers Aid Society, and the Wilkes-Barre Rotary Club.

LLOYD E. YODER, general manager, WTAM-WNBK, Cleveland, has been a broadcasting career executive with NBC continuously since 1927, with the exception of three years spent serving as a Lt. Commander in the U. S. Navy during World War II. He is a graduate of Carnegie Institute of Technology, where he was Tech's first "All-American" playing on the great team of 1926 which went on to defeat Rockne's undefeated Notre Dame squad of that season. He was appointed general manager of WTAM-WNBK in August, 1953.

CLAIR R. McCOLLOUGH, pres. and gen. mgr. of Steinman Stations, which include WGAL-AM-TV-FM, Lancaster, Pa.; WDEL-AM-TV-FM, Wilmington, Del.; WKBO, Harrisburg; WRAW, Reading; WORK, York; and WEST-AM-FM, Easton, Pa., to mention nothing of his busy activity as a member of the NARTB's TV board of directors. He was one of the original three-man TV Code Committee that laid the ground work for the new TV code, and was active on the TV Excess Profit Committee which secured relief for the industry.

M. F. WOODLING, mgr. of KHSL-TV, Chico, Calif., started with KJBS in San Francisco about 1930. In 1933 he was traffic mgr. for the now forgotten Northern Calif. Broadcasting System. In the early part of 1939 the McClung Stations purchased the Golden Empire Broadcasting Company, operating stations KHSL, Chico and KVCV, Redding. In the fall of that year Woody was asked to come to Chico and take over as manager. KHSL-TV is affiliated with CBS-TV and NBC-TV networks.

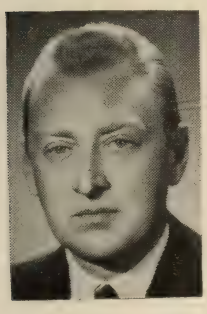


WARREN P. WILLIAMSON, JR., pres. and gen. mgr. of WKBN Broadcasting Corp., operators of WKBN-AM-FM-TV, Youngstown, O., obtained a government license authorizing construction and operation of WKBN in 1926. In 1947, WKBN-FM went on the air, and on Jan. 11, 1953, WKBN-TV began telecasting. His special hobby is candid photography. He is past president of the Ohio Association of Broadcasters, president of the Youngstown Board of Education, and a members of the Elks.

WILLET H. BROWN, pres. of the Mutual-Don Lee Broadcasting System, is a native of Detroit, Mich. In 1932, he joined Don Lee Inc., the state-wide distribution agency for Cadillac and LaSalle Automobiles in Calif., soon becoming assistant gen. mgr. Meantime, the organization had taken on a subsidiary, the Don Lee B'castg. System. Brown soon became asst. gen. mgr. With the expansion of MBS, with which Don Lee is affiliated, Brown was named a member of the board of directors.

D. L. (TONY) PROVOST, vice-president and member of the board of directors of Hearst Radio, Inc., as well as in charge of all Hearst operations, supervise WBAL and WBAL-TV, Baltimore, is a graduate of William and Mary College. He has been associated with Doremus & Co. and Miller Tape Recording Co. In 1942, Tony joined NBC and in short order became program director of the network's principal station. From there he moved to his present position with Hearst Radio, Inc.

GAYLE V. GRUBB, vice-pres. and gen. mgr. of WJBK-TV Detroit, is a graduate of Nebraska University. In 1924 he joined KFAB, Lincoln, where he was manager, program dir., entertainer and stenographer. He later went to WKY, Oklahoma City, as gen. mgr. In 1945 Gayle was appointed by ABC as gen. mgr. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Gayle is one of the nation's honest to goodness pioneers of b'castg.



IRVING WAUGH, commercial mgr. and executive assistant to the pres. of WSM, Inc., in Nashville, Tenn., has been associated with WSM since 1941. Irving became comm. mgr. of WSM-AM TV in 1948, and in 1952 was appointed to the office of exec. assistant to the pres. During the war, he served as WSM's war correspondent in the Pacific and Japan. Waugh is a native of Norfolk, Va., and a graduate of William and Mary College. He is married and the father of two sons, 17 and 4 years old.

LINUS TRAVERS, executive vice-pres. and gen. mgr. of the Yankee Network, operators of WNAC and WNAC-TV, Boston, is a graduate of Brown University. He began his radio career while still a senior in college by joining WEAN, Providence. After a year he was transferred to WNAC, where he became production chief. Later, became v.-p. in charge of sales and production, and in 1943 he was elected exec. v.-p. and member of the board of the Yankee Network. He makes his home in Wellesley, Mass.

HAROLD H. THOMAS, president of WEAM in Arlington, Va., is one of the principal stockholders in the Inter-City Advertising Company, owners and operators of WAYS, and WAYS-TV, Charlotte, WCOG, Greensboro; and also has an interest in WTSK-TV, Knoxville, Tenn. He has two established television stations — WISE-TV, Asheville, and WAYS-TV in Charlotte. He is a graduate of Purdue and began his radio career in 1939 with WISE. His home is now in Asheville, where he resides with his wife and daughter.

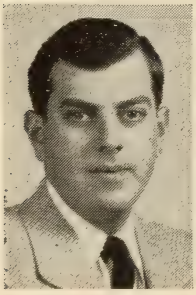
ALAN C. TINDAL, vice-president of WWLP, in Springfield, Mass., and the Springfield Television Broadcasting Corporation, and president of WSPR, Springfield, is a graduate of Harvard, and the Babson Institute of Business Administration. During the war he was a B-29 pilot and completed 28 combat missions over Japan. He is a member of the Springfield Rotary Club, the Advertising Club, the Springfield Sales Executive Club. He is married and lives with his wife and two sons in Longmeadow, Massachusetts.

PAUL E. TAFT, president of Gulf Television Company, KGUL-TV, Galveston, Texas, was born in Wallingford, Vermont, attended the University of Vermont for two years, and then went to Annapolis, where he graduated in 1938. He served with the Navy during the war as a lieutenant. He moved to Texas in 1938, and after a position as assistant to the president for Duncan Coffee Co., he left in 1952 to take over the management of the Gulf Television Company. He is married, has three children and lives in Houston.

ROBERT DWIGHT SWEZEY, gen. mgr. of WDSU-AM-FM-TV, New Orleans, La., was gen. mgr. and v.-p. of Mutual from 1944-48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, N. Y. and Washington from 1932-38. He is a graduate of Harvard where he obtained his A.B. and L.L.B. He is a past president of the Radio Executives Club of New York and v.-p. of the New Orleans AB Club.

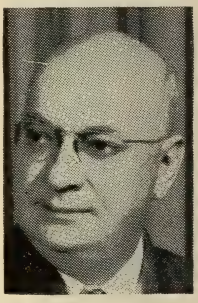
MARIA HELEN ALVAREZ, gen. mgr. of KOTV, Tulsa, Okla., started her radio career in 1943 as a continuity writer for a Tulsa radio station. In 1947 Maria was drawn to the TV industry which offered opportunities for creative expression and devoted herself to full time study of the new medium. Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Cameron TV, Inc. was formed and Helen headed up KOTV.

LESTER P. ETTER, pres. and gen. mgr. of WLRB-TV, Lebanon, Pa., is a graduate of the University of North Carolina. Upon graduation he entered the U. S. Army, and at the end of WW II was retired to inactive service with the rank of 1st Lieut. in the Field Artillery. Les then became one of the founders of Lebanon's radio station WLRB. He is sec.-treas. of the station and until assuming his duties as gen. mgr. of WLRB-TV, he served in the same capacity for the radio station.



HENRY W. SLAVICK, gen. mgr. of WMC-AM-TV, Memphis, Tenn., is a native of St. Louis. At 17, he became interested in radio, and in the Merchant Marine Service got his apprenticeship in installation of radio transmitting apparatus on Miss. transports. He joined WMC in 1925, and by 1929 was chief engineer, and has shown such ability that he was placed in complete charge of erecting WMC's transmitting plant, one of the first directional systems. In 1930 he was appointed gen. mgr.

J. L. STACKHOUSE, president of the Easton Publishing Company, parent organization of WEEX-FM, and UHF television station WGLV, Easton, Pa., entered the public communications field more than fifty years ago as a carrier for the Philadelphia Bulletin in his native Buck County. Married in 1913 he has three sons and one daughter. He is a member of Sigma Delta Chi, and the Nation-Press Club of Washington, D. C. He has received a number of official honors for his efforts to elevate standards in the industry.

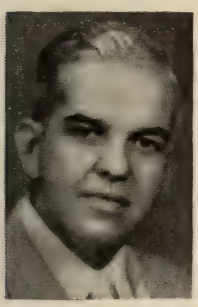


JACK HARRIS, gen. mgr. of KPRC-AM-TV, Houston, Texas, considers coverage of the Miss. flood in 1937 as one of the three most important big stories he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the flood area. During the war he covered initial Army maneuvers, and took over Radio Tokyo facilities for Gen. MacArthur.

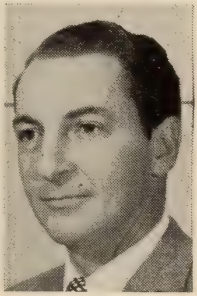
GEORGE WHITNEY, gen. mgr. of KFMB-AM-TV, San Diego, Calif., is a graduate of the University of California. From 1937 to 1946 he was associated with KFI and KECA, L. A., as a salesman. From 1946 to 1948 he was a partner in the Harrington, Whitney and Hurst Adv. Agcy. of L.A. and San Francisco. From 1948 to 1949 he was gen. sales mgr. of radio and TV of the Don Lee Network. In 1951 he returned to Don Lee as v.p. in charge of television. He assumed his present duties on Nov. 6, 1953.

EDGAR B. STERN, JR., president of the WDSU Broadcasting Corporation in New Orleans, is responsible for the planning and building of WDSU-TV. A graduate of Harvard, he spent three years in the Army, and entered the broadcasting field when he became president of International City Broadcasting Service, which subsequently became WDSU Broadcasting Corporation. A pioneer in television, he is an active civic and cultural leader in New Orleans, heading the many local organizations there.

ALLEN M. WOODALL, president of Radio Columbus, Inc. licensee of WDAK, Columbus, Ga., is also president of the Middle Georgia Broadcasting Co., licensee of WBML, Macon, executive vice-president of Radio Augustus, Inc., licensee of WRDW, Augustus, president of Radio Brunswick, licensee of WMOG, in New Brunswick, and executive vice-president of WETV, the new NBC-ABC television station in Macon. He's a member of Sigma Delta Chi, has two sons, age 19, and 15, and his hobbies are, you guessed it—radio and television.



JAMES W. WOODRUFF, JR., pres. and gen. mgr. of WRBL-AM-FM-TV, Columbus, Ga., is a native of Columbus. His early education was gained in the Columbus public schools. He attended the Episcopal H. S. in Alexandria, Va., where he graduated in 1934, and also attended the School of Commerce at the University of Georgia. James is a member of the Columbus Rotary Club, and a member of the Radio and TV Executives Society. He is also a director of the First National Bank of Columbus.

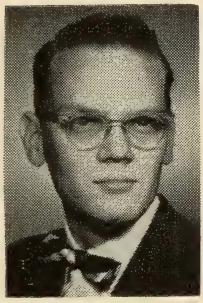


JOHN E. FETZER, owner of WKZO-TV, Kalamazoo, Mich., started as a radio engineer, helping to build a number of pioneer stations in the middle west. John is pres.-owner of the Fetzer Broadcasting Co., operating WJEF, CBS outlet in Grand Rapids and also heads up WKZO and WKZO-TV. He is a veteran of 10 years in the old NAB board and during the war served with Byron Price in the Office of Censorship as the Radio Censor, later joining the Eisenhower radio mission in ETO.

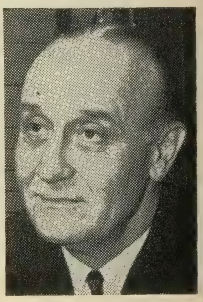
WALTER E. WAGSTAFF, gen. mgr. of KIDO-AM-TV, Boise, Idaho, went to Boise in 1944 when he went to assume the management of and minority ownership of KIDO. His career in TV began July 12, 1953 when KIDO-TV became the first TV station in Idaho to get on and stay on the air. He had served as vice president of the Advertising Association of the West, and presently, he is a member of the Planning Committee of Broadcasting Advertising Bureau. He is the father of two girls.

CECIL D. MASTIN, gen. mgr. of WNBF and WNBF-TV, Binghamton, N. Y., entered Syracuse University to study law but after two years left to pursue the study of voice in N. Y. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. Cecil became program director of WNBF in 1929. In 1932 he became gen. mgr. and in 1942 WNBF-FM was added to his chores. WNBF-TV was launched on Dec. 1, 1949.

U. A. (JAKE) LATHAM, gen. mgr. of WKRC-TV, Cincinnati, O., switched to the field of television in 1949. Before entering radio he had been a factory representative and sales mgr. for Cincinnati automobile distributors. Jake sold the mgr. of WKRC some automobiles in such a quick fashion, he was immediately hired on the sales staff. In 1941 he was made local sales mgr. and three years later became gen. sales mgr. He was appointed gen. sales mgr. of WKRC-TV in 1949, and was named manager in 1950.



JOHN ROSSITER, gen. mgr. of WJTV, Jackson, Miss., began his broadcasting experience as sales manager of WIKK, Erie, Pa. When WICU was built in Erie, John went there as a salesman and rapidly rose to commercial manager. His tireless energy and ability made him logical choice for helmsman of the WTVN operation when it was built and took to the videowaves in 1949. John is a World War II Air Corps veteran. He is interested in sport cars and has participated in many races throughout the country.



JAMES LEONARD REINSCH, managing dir. of the Cox TV and radio properties in Atlanta, Miami and Dayton, O., became associated with Gov. James M. Cox of Ohio and in 1934 helped set up WHIO. In 1942 he was made managing dir. of the three Cox stations. He developed WSB-TV, Atlanta, which went on the air in 1949 and WHIO-TV which took to the airwaves the same year. In 1944 he was radio dir. of the Democratic National Committee and TV dir. at the Democratic National Convention in 1952.

ALBERT WAYNE COY, pres. of KOB-TV, Albuquerque, New Mexico, was chairman of the FCC. Born in Indiana, he broke into the newspaper field in 1919, rising from reporter to city editor in 1926. Wayne got his introduction to radio in 1944 when he joined the Washington Post as assistant to Eugene Meyer. Before that he had been assistant director of the budget, from 1942-44, after having served two years as one of President Roosevelt's special assistants and liaison men.

STAN WILSON, gen. mgr. of KFDA-AM-TV, Amarillo, Texas, took his present post in Sept. 1953. He graduated from Texas Christian University in 1940, as class president. He started his radio career while still in college as merchandising representative for the Texas State Network. During World War II, he served as communications officer in the amphibious force and later was chief staff officer for an LCI Flotilla, in the South Pacific. He was manager of KRIO at McAllen, Texas.

Where Do We Go From Here? And Where Is Here?

By CHARLES B. BROWN
Vice President
Bing Crosby Enterprises, Inc.

EACH new year or at the end of given periods of stress or prosperity, as the case may be, we read so many articles entitled, "Where Do We Go From Here." It would seem fair to ask, Well, where in 'll are you now? Certainly everybody isn't in the same place even theoretically and by no means economically or saleswise. Then too, it would seem sensible to inquire, "Where does one want to go from wherever one is?" In the business of television, whether as producer, buyer or user in any event, you are bound to be somewhere else by the time you finish the question because television, as one wag put it, is the one business about which you can't lie fast enough to keep up with the truth. This factor of speed is so dynamic an element that where any of us in TV may be going, including the sponsor, is not as important for the moment as is the point, are we moving in the *right* direction. The most fearful thing in business is motion without direction, it seduces the mind's eye with soothing panoramic vistas while denying it the opportunity of reading the names on the stations en-route and thus, pinpoint somewhere looks just as good as passport nowhere.

The purchasing of creative, productive television material so often is hindered by arid arguments as to which is best, live or film, origination East or West, half hour or quarter hour, etc., etc. No one ever heard a "live" or a "film," a half hour or a quarter hour. They heard people and saw them doing and saying something interesting or uninteresting, dynamic or static. All too often, entirely too much has already taken place before the thinking has been done and twilight has overtaken the stillborn spirit of a promise before the dawn of its acceptance by the public it was supposed to serve.

Selling, through any medium, is a process. There are no short cuts in human emotion; it never changes; it only reacts and the real problem of tomorrow is that of retaining all of the human prerequisites in the moving of minds while using all of the mechanical means in the operational moving of merchandise. The mechanics of operation cannot be successfully used to effect confidence, imagination, intellect or the will itself. Sales problems will be aided but will never be solved by mechanical robotry.

The mind of man is a very strange world
'Tis filled with equations complexive
Never indeed will its processes heed
Machines which would make it indexive.

The profitable production and sale of TV film will become increasingly more complex in '54 and the years ahead. Competitively, the business is bound to see an increase of new producers and distributors. More star names from the motion picture field will be seen in "starter" series and the economic promise of better days because of more markets will be offset by an ever-increasing flow of new product.

The action, will of necessity, be as dynamic in one area as the other. There can be no "bleacher bleating" by money at the expense of creative and production quality, nor any creative or production puerility because of lack of market information from the sales group, nor must sales make any errors in opportunistic advice based upon a quick dollar.

Properly integrated and activated teamwork of the character envisioned here will give agency and client, local or national, a service which will permit long-term association so that should a specific program have served the purpose, that condition will be recognized by *all*, accepted by *all* and the *same* group, along with agency and client, will be ready with the new show rather than with the axe which cuts both the relationship and the advantages which can only come from long term, efficient service and mutually profitable association.

BETTER PROJECTION THROUGH PRINT PROTECTION

A Message of interest to:

Motion Picture Producers, Distributors, Advertising Agencies, Sponsors, Film Libraries, TV Film Producers and Distributors . . .

Without exception, ALL film should be treated, if you are to get maximum results in terms of good projection and number of showings. Without treatment, your film – from initial release to the last booking – is much more susceptible to damage. And damaged film can result in an indifferent audience.

Peerless Treatment is the finishing touch and the least expensive item in the whole process of picture-making. Yet it safeguards millions of dollars invested in finished prints.

Peerless Treatment assures: seasoned, toughened, smoothly projecting prints. Peerless-treated prints start off right and keep in good condition longer. So when you order prints, don't forget to include "PEERLESS TREATMENT" in every purchase order.

Peerless Services include:

Peerless Protective and Preservative Film Treatments
Release Prints, Trailers, Television Shows on Film, Kinescopes, TV Commercials, Theatre Screen Advertising, Prints for Continuous Projection Negatives, Masters, Originals, Filmstrips, Transparency Slides, Microfilm

Film Rejuvenation
Shrinkage Reduction
Scratch Removal
Rehumidification
Cleaning and Repairs

Film Library Servicing
Shipments, Inspection, Cleaning, Repairs, Inventory and Booking Records, Storage

Servicing TV Shows on Film
sertion of Commercials, Shipments to Stations, Booking Records, Follow-up, Inspection on Return, Cleaning, Repairs, Replacements, Storage, Substitution of Commercials, Reshipments

Film Distribution Servicing
Storage pending orders, Inventory Records, Shipments to Purchasers

Filmstrip Packaging
Breakdown of rolls into strips, Packaging in cans, Labeling, Boxing of Sets, Storage pending orders, Shipments

PEERLESS
FILM PROCESSING CORPORATION
165 WEST 46th STREET, NEW YORK 36, N. Y.
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

20 YEARS EXPERIENCE IN SAFEGUARDING FILM

PEERLESS TREATMENT available also through Official Licensees in
ATLANTA • CHICAGO • CLEVELAND • DALLAS • DAYTON • DETROIT
HOLLYWOOD • KANSAS CITY • NEW YORK • PORTLAND • SAN FRANCISCO
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Services to TV Producers

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Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York,, N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York,, N. Y.

Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 3687 S. State St., Salt Lake City, Utah.
Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Electric Co., Nela Park, Cleveland, O.
International Motion Picture Consultants, Inc., Warner Bldg., Washington 4, D. C
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Sylvania Electric Products Co., 1740 Broadway, New York, N. Y.
Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
Radio Corp. of America, Camden, N. J.

Carpets

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

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1611 Cosmo St. . . . . HOllywood 2-1247
Cinecolor Corp.
2800 S. Olive St., Burbank . . . ROckwell 9-1126
Cinema Research
7000 Romaine, Hollywood (38)
HOllywood 2-7464
Consolidated Films Industries, Inc.
959 Seward St. . . . . HOllywood 9-1441
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4241 Normal Ave. . . . . OLympia 8436
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Color Reproduction Co.
7936 Santa Monica Blvd. (46)
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Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
HOllywood 5-5122
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Eastman Kodak Research Laboratory
1017 N. Las Palmas Ave. (38)
HOllywood 5-7151
Emmet-Vail Enterprises, Inc.
6926 Melrose Ave., Hollywood (38)
WEbster 8-5171
Film Effects of Hollywood
1153 N. Highland (38) . . . . . HOllywood 9-5808
Filmservice Laboratories
6327 Santa Monica Blvd. . . . HOllywood 2-3237
Flora Color
1103 N. El Centro . . . . . HOllywood 7-9559
General Film Labs Corp.
1546 N. Argyle Ave. . . . . HOllywood 9-6391
Hollywood Film Enterprises Inc.
6060 Sunset Blvd. (28) . . . . . HOllywood 4-2181
Hungerford Film Lab.
6327 Santa Monica Blvd. . . . HOllywood 2-3237
Mercer, Ray, & Co.
4241 Normal Ave. (29) . . . . . OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave . . . . . HOllywood 4-7293
National Screen Service
7026 Santa Monica Blvd. . . . HOllywood 5-3136
Pathe Laboratories, Inc.
6823 Santa Monica Blvd. . . . HOllywood 9-3961
Peerless Process Labs.
959 Seward St. . . . . HOllywood 7-9223
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4992 Santa Monica Blvd. . . . NOrmandie 2-6985
Precision Film Lab.
1107 S. Robertson Blvd. . . . . BRadshaw 2-2340
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Telefilm, Inc.
6039 Hollywood Blvd. . . . . HOllywood 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. . . . . HOllywood 4-8131

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Ball Film Laboratory
1256 Howard St. . . . . UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St. . . . . ORdway 3-9162
Motion Picture Service Co.
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Palmer, W. A., Films, Inc.
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WASHINGTON, D. C.

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1226 Wisconsin Ave., N.W. . . . . DUpont 7-1800
Capital Film Laboratories, Inc.
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ATLANTA, GA.

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630 Ninth Ave.....COlumbus 5-5530
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732 Seventh Ave.....CIrcle 5-4930
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619 W. 54th St.....JUdson 6-0360
National Screen Service Corp.
1600 Broadway .....CIrcle 6-5700
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Sixth & Pierce Sts., Astoria. RAvenswood 8-8000
Paramount News Laboratory
Office: 544 W. 43rd St.....LOngacre 3-4300
Pathe Laboratories, Inc.
105 E. 106th St.....TRfalgar 6-1120
Precision Film Laboratories
21 W. 46th St.....JUdson 2-3970
Producers Laboratories, Inc.
457 W. 46th St.....CIrcle 6-5232
Rainbowlab, Inc.
619 W. 54th St.....JUdson 6-0360
Star Safety Film
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245 W. 55th St.....PLaza 7-4580
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7315 Carnegie Ave.....ENdicott 1-2707
Motion Picture Productions, Inc.
Rockefeller Bldg. .....PRospect 1-4900

DAYTON, O.

Film Assoc., Inc.
So. Dixey Hwy. & Winwood Ave.

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Beswick, Harold W.
1017 W. Allegheny Ave.....BAldwin 9-9355
News Reel Laboratory
1733 Sansom St.....RIttenhouse 6-3892
Welsh Studios
1209 E. Chelton Ave.....LIvingstone 8-4611

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Big D Film Lab
4215 Gaston Ave.....VIctor 1341
Jamieson Film Co.
3825 Bryant .....TEnison 8158
Southwest Film Laboratory, Inc.
2015 Young .....RIverside 6782
Variety Pictures, Inc.
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Film Arts Corp.
1032 N. Sixth St.....BRoadway 6-5670

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5271 Western Ave.....DExter 1180
Cinecraft Studios, Inc.
1184 St. Catherine St., W.....LAncaster 8092

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310 Lakeshore Rd.....MUrray 7226
Shelly Films, Ltd.
156 King St., W., Toronto 14..LYndhurst 8431

OTTAWA

Crawley Films, Ltd.
19 Fairmont Ave.....8-0085
National Film Board of Canada
John & Sussex Sts.....DIdeau 9-5730

REGINA, SASK.

General Films, Ltd.
1924 Rose St.

VANCOUVER

Motion Skreenadz, Ltd.
Film Exchange Bldg.
Vancouver Motion Pictures, Ltd.
Film Exchange Bldg.

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Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.: 405 Lexington Ave., MUrray Hill 6-0555, New York 19, N. Y.; 6424 Santa Monica Blvd., HOllywood 4-6131, Hollywood 38, California.
DuPont
I. E. du Pont de Nemours and Co. (Inc.), Photo Products Division, Wilmington, Del.; 6656 Santa Monica Blvd., HOllywood 9-5147, Hollywood 38, Calif. Factories: Parlin, N. J.
Eastman
See W. J. German, Inc., Factories: Eastman Kodak Co., Rochester, N. Y.
German, W. J., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., Fort Lee 8-5100; 6700 Santa Monica Blvd., HOllywood 7-6131, Hollywood 38, Calif.; 6040 N. Pulaski Rd., IRving 8-4064, Chicago, Ill.
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Hollywood Film Co.
946 Seward St.....HOllywood 4-7191
Lyons Van & Storage Co.
6372 Santa Monica Blvd....HOllywood 9-1401

BOUNDBROOK, N. J.

United Storage Corp.
Band-Chestnut Sts.....BOundbrook 9-3050

NEW YORK, N. Y.

Bonded Film Storage Corp.
630 Ninth Ave.....JUdson 6-1030
Consolidated Film Industries, Div. of Republic Pictures Corp.
1740 Broadway .....JUdson 6-1700
Lloyds Film Storage Corp.
729 Seventh Ave.....COlumbus 5-5400
Miles, Joseph R., Film Storage
729 Seventh Ave.....COlumbus 5-5400

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LOS ANGELES, CALIF.

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8470 Melrose .....WEbster 3-8301
Camera Craft Audio Visual Sales & Rentals Co.
6764 Lexington Ave.....HOllywood 3-6856
Dennis, Wm. M
2506½ W. Seventh St.....DUnkirk 4-3722
Film Classic
1611 N. LaBrea.....HOllywood 7-4255
Ideal Pictures Corp.
2950 W. 7th St.....DUnkirk 3-3195
Independent Film Library
c/o Hal Roach Studios, Culver City
TExas 0-2761
Mercer, Ray & Co.
4241 Normal Ave., (27).....OLympia 8436
Smith, Howard K., Films
2408 W. Seventh St.....DUnkirk 7-8228
Wild Life Film Co.
5151 Strohm, N. Hollywood....STanley 7-5845

NEW YORK, N. Y.

Lloyds Film Library
729 Seventh Ave.....COlumbus 5-5400
Miles Film Library
729 Seventh Ave.....COlumbus 5-5400
RKO Pathe, Inc.
105 E. 106th St.....SAcramento 2-2600
Stock Shots Unlimited, Inc.
1600 Broadway .....PLaza 7-0878

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LOS ANGELES, CALIF.

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7000 Romaine St, Hollywood (38)
HOllywood 2-7464
Disney, Walt
2400 W. Alameda, Burbank..ROckwell 9-3461
Glenar (Sid) Productions
6618½ Sunset Blvd. (38)...HOllywood 4-0406
Lantz, Walter
861 N. Seward St.....HOllywood 9-2907
Mercer, Ray
4141 Normal Ave.....OLympia 8436
Metro-Goldwyn-Mayer
Culver City .....TExas 0-3311
United Productions of America
4440 Lakeside Dr., Burbank..CHarleston 0-7171
Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave.....HOllywood 5-4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEw Rochelle 2-3467

NEW YORK, N. Y.

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1270 Ave. of Americas.....JUdson 6-3442
Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRafalgar 3-0720
Famous Studios
25 W. 45th St.....JUdson 2-4500
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123 West 44th St., N. Y. C.....PLaza 7-0800
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35 West 53rd St., N. Y. C.....PLaza 7-0130

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General Electric Co., 5 Lawrence St., Bloomfield, N. J.
General Elec. Co., 1 River Road, Schenectady, N. Y.
Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.
McQuay, Inc., 1600 Broadway, N. E. Minneapolis 13, Minn.
National Theatre Supply, 92 Gold St., New York, N. Y.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, N. Y.
United States Air Conditioning Corp., 2564 Como Ave., Minneapolis 14, Minn.
Westinghouse Electric Corp., B. F. Sturtevant Div., 420 Lexington Ave., New York, N. Y.
York Corp., York, Pa.

Color Processes

Acme Film Labs
1161 N. Highland, Hollywood 38, Calif.; HOllywood 4-7471.
Ansco Color
Ansco Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; MUrray Hill 6-0555; 1157 N. Highland Ave., Hollywood 28, Calif.; HOllywood 4-7471.
Associated Film Lab.
5631 Hollywood Blvd., Hollywood; HOllywood 4-8195.
Castegnaro, Mario
5746 Sunset Blvd., Hollywood; HOllywood 7-6618.
Cinecolor, Inc.
2800 W. Olive St., Burbank, Calif.; ROckwell 9-1126.

Cinema Research
7000 Romaine, Hollywood 38, Calif.; HOllywood 2-7464.
Color Research Corp.
105 E. 106th St., New York, N. Y.; SAcramento 2-7830.
Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; HOllywood 4-8225.
Consolidated Film Ind.
959 Seward St., Hollywood; HOllywood 9-1441.
Dunningcolor Corp.
Laboratory, 932 N. La Brea Ave., Hollywood 38, Calif.; HOllywood 7-3174.
Eastman Kodak Co.
Rochester, N. Y.
Eastman Kodak Co.
1017 N. Las Palmas Ave., Hollywood; HOllywood 5-7151.
Film Effect
1153 N. Highland Ave., Hollywood 38, Calif.; HOllywood 9-5808.
Flora Color
1103 El Centro Ave., Hollywood, Calif.; HOllywood 7-9559.
Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Hollywood Blvd., Hollywood; HO 4-2181.
Mercer, Ray, & Co.
4241 Normal Ave., Hollywood 29; OLympia 8436.
Monopack
Technicolor's color negative system for use with regular black and white cameras.
Pathe Lab., Inc.
6823 Santa Monica Blvd., Hollywood; HOllywood 9-3961.
Polacolor Process
Polaroid Corp., Cambridge 39, Mass.
Rainbowlab, Inc. (Div. of Movielab)
619 W. 54th St., New York, N. Y.; JUdson 6-0360.
Technicolor Motion Picture Corp.
6311 Romaine St., Hollywood 38, Calif.; HOllywood 7-1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 36 Rockefeller Plaza, New York, N. Y.; CIrcle 7-7934.
Trucolor
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUdson 6-1700.

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1017 N. Las Palmas.....HOllywood 5-7151
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Pathe Industries, Inc.
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Advance Projection Theaters
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Johnny Victor Theater
40 W. 49th St.....CIrcle 6-4030
Lloyds
729 Seventh Ave.....COlumbus 5-5400
Miles Public Projection Theaters
729 Seventh Ave.....CIrcle 5-6873
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151 W. 46th St.....PLaza 7-3730

Lillien Costume Co.
1658 Broadway .....CIrcle 5-5199

Stage Costumes, Inc.
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Greenwich, Conn.: 20 Church St., 8-6692. Linton Wells, associate.
New York: MUrray Hill 8-3330.

Allen Kander
Washington, D. C.: 1701 K St. N.W., NAtional 8-3233.
New York 17, N. Y.: Lincoln Bldg., MUrray Hill 7-4242.
Associates: Edwin Tornberg, George Cooper.

Howard E. Stark
New York 22, N. Y.: 50 East 58th St., ELdorado 5-0405.

Albert Zugsmith Corp.
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Miscellaneous

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JUdson 6-5766

Frank E. Yasah
7 West 44th St., New York, N. Y.
MUrray Hill 7-4277

Backdrops, Incorporated
2 West 46th St., New York, N. Y. . CIrcle 6-6875

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TV Film Distribution Looks To Record Year

By MICHAEL SILLERMAN

Executive Vice President
Television Programs of America

TV film distribution in 1954 should reach an all-time high. The phenomenal rise in the use of TV film by advertisers, both national and local, indicate the highly accelerated trend toward film. According to the latest figures of the NARTB, the average hours of film programming exceed the average live hours. This success of TV film may be attributed to a combination of many factors, namely: the advertiser has more flexibility with TV film; the film operation cost less and it permits the advertiser the opportunity of getting better time availabilities. In addition to these factors, the TV syndicators have developed outstanding merchandise programs to support their film series, thus, in effect, when the advertiser purchases a TV film series he also purchases a complete sales campaign including star endorsement, a title buildup and a long list of premiums which will bear the product's name. TPA as well as a few of the other leading film distributors recognized the great value of merchandising to the advertiser and have developed intense promotions and strong merchandising techniques which were more than welcomed by sponsors and the stations.

In terms of advertisers results, there are dozens of success stories. Perhaps the best evidence of their value is the length of time some advertisers have stuck with their programs. Even the blue-chip advertisers are going more into TV film. The huge operating cost of live network shows are forcing certain types of advertisers to TV film.

The market for the TV syndicators is becoming larger and larger. In addition to the fast trend toward film by the national and regional advertisers, there is also the fact that many new stations are opening or planning to open soon. There were approximately 350 stations in 1953 and by the end of 1954 there should be close to 600 stations actively broadcasting. The opening of these new markets and the increase of competing stations, all of which are ready clients for syndicated properties, should result in an improvement in the quality of product. The residuals realized from this expanded market will be put back into production of new and better series.

The telefilm business emerged in 1953 as a sound and stable industry. TPA launched its first product "Ramar of the Jungle" with amazing success. In less than three months "Ramar" had been sold in over 115 markets proving that TPA in a short time had set up one of the most powerful sales organizations in the industry. TPA believes in concentrated selling policy, that is, to only sell one product at a time. We believe that this enables the salesman to become thoroughly acquainted with the product and give a presentation that the advertiser will be able to understand. By releasing only one film at a time our organization has been able to concentrate its efforts on making that one film "click" and by click we mean by doing the best possible sales and merchandising job for the advertiser. All our promotion efforts, all our services are aimed at this objective. 1954 will present a buyer's market in the entertainment as well as in the commercial sense. There is a new type of individual sitting before the TV set in ever increasing numbers. He is the selective viewer. We are gearing all our efforts towards this viewer for our new 52-week series "Your Star Showcase" hosted by Edward Arnold. We screened 345 plays before selecting 45 we considered worth showing. To these we are adding 7 new plays.

Looking ahead then, the year 1954 will be one of ever increasing demand for the syndicated product, for program quality, and for specific market by market sales and merchandising techniques. As one of the newest, largest and most imaginative organizations in the field, we at TPA are dedicated to supply some explicit and effective answers to these demands.

Ed Herlihy

Behind the Mike

Before the Camera

RADIO-TV ARTISTS

—their work during 1953

☆

— A —

ABBOTT & COSTELLO
Colgate Comedy Hour
NBC-TV

ACREE, CHUCK
Man on the Farm
Mutual

ADAMS, MASON
Pepper Young's Family
NBC

ALDA, ROBERT
Bob Alda Show, ABC-TV; Pantomime Quiz, Dumont; Robt. Montgomery Show, NBC-TV; Lux-Video, CBS-TV; Milton Berle Show, NBC-TV.

ALLEN, GRACIE
B. 1906, San Francisco, Cal. The George Burns and Gracie Allen Show, CBS-TV.

ALLEN, STEVE
Steve Allen Show, NBC-TV; What's My Line, CBS-TV.

ALLISON, FRAN
Kukla, Fran & Ollie
NBC-TV

AMSTERDAM, MOREY
B. Dec. 14, 1912, Chicago, Ill. Breakfast with Music, WNBT, New York; Decca Records.

ANDERSON, EDDIE (ROCHESTER)
B. Sept. 18, 1905, Oakland, Cal. The Jack Benny Show, CBS-TV.

ANDREWS, ANN
Man on the Farm
Mutual

ARDEN, EVE
B. Mill Valley, Cal. Our Miss Brooks, CBS, CBS-TV.

ARLEN, MARGARET
Margaret Allen Show
CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNOLD, EDWARD
B. Feb. 18th, 1890, New York City. Mr. President, ABC; Coronet Story Teller, ABC & Mutual; Your Star Showcase, Syndicated TV

ARTHUR, JACK
Jack Arthur's Toy Town Tunes
NBC-TV

AUTRY, GENE
Gene Autry Show
CBS-TV

AVERY, PHYLLIS
Meet Mr. McNutley
CBS

AYKES, MITCHELL
Perry Como Show
Mutual

— B —

BACHARACH, BERT
Men's Corner
Mutual

BAILEY, JACK
Place the Face
CBS-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANKHEAD, TALLULAH
All Star Revue, Buick Berle Show
NBC-TV

BARAGREY, JOHN
B. April 15, 1919, Haleyville, Ala. U. S. Steel Hour, ABC; You Are There, Suspense, Studio One, CBS-TV; Kraft Theatre, Philco Playhouse, NBC-TV

BARON, DON
Welcome Ranch
Mutual

BARRY, JACK
Juvenile Jury
CBS-TV

JIM and MARIAN JORDAN

as

FIBBER McGEE AND MOLLY

NBC

Monday thru Friday
10 P.M., EST

TENNESSEE ERNIE

VIDEO

"Hometown Jamboree"

KLAC-TV — Saturday at 7:30 p.m.

RECORDS

Capitol Records

☆

☆

CLIFFIE STONE

RADIO

"Hometown Jamboree"

KXLA — Monday thru Friday and Saturday night

VIDEO

"Hometown Jamboree"

KLAC-TV — Saturday at 7:30 p.m.

RECORDS

Capitol Records

☆

BARRYMORE, LIONEL
Hallmark Hall of Fame
CBS

BARTLETT, TOMMY
Welcome Travels
NBC, NBC-TV

BARTY, BILLY
B. Oct. 25, Pennsylvania. Red Skelton Show, NBC-TV; Alvino Rey, Spike Jones Varieties, KNBH, Los Angeles, Cal.

BECK, JACKSON
U.S. Steel Hour
ABC

BECKER, SANDY
Young Dr. Malone
CBS

BELL, DORESE
Dorese Bell Show
ABC

BELLAMY, RALPH
Man Against Crime
NBC-TV

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill. The Jack Benny Show, CBS; The Jack Benny Show, CBS-TV.

BENSON, BOBBY
B-Bar-B
Mutual

BENSON, RED
Take a Number
Mutual

BERG, GERTRUDE
The Goldbergs, NBC-TV
House, of Glass, NBC

BERLE, MILTON
Milton Berle Show, NBC-TV

BILLINGSLEY, SHERMAN
The Stork Club
NBC-TV

BLAINE, MARTIN
FBI in Peace and War
CBS

BLANC, MEL
Woody Woodpecker
Mutual

BLOCK, MARTIN
Make Believe Ballroom, WNEW; Make Believe Ballroom, WABC

BLUE, BEN
All Star Revue
NBC-TV

BOLGER, RAY
Where's Raymond
ABC-TV

BOULTON, MILO
Rod and Gun Club
Mutual

BREEN, ROBERT
Down You Go
DuMont

BRITTON, BARBARA
Mr. and Mrs. North
CBS

BROWN, JOE E.
Buick Circus Hour
NBC-TV

BROWN, VANESSA
I'll Buy That
CBS-TV

BRYSON, LYMAN
Lamp Unto My Feet
CBS-TV

BUNCE, ALAN
Ethel and Albert, NBC-TV

BURNS, GEORGE
B. Jan. 29, 1896, New York. George Burns and Gracie Allen Show, CBS-TV

BURT, HARDY
State of the Nation
Mutual

BUTTONS, RED
B. Feb. 15, 1919, New York. Red Buttons Show, CBS-TV

— C —

CAGNEY, JEANNE
Queen for a Day
Mutual

CAIN, JEFF
Marge and Jeff
DuMont

CALDWELL, SAM
Garden Gate
CBS

CAMARGO, RALPH J.
Nick Carter, Mutual; Whispering Streets, ABC; Plainsclothesman, Dumont; Danger, Gangbusters, Crime Syndicated, CBS-TV; Kraft Theatre, NBC-TV

CAMP, SIS
Paul Dixon Show
DuMont

CAMPBELL, PATSY
Second Mr. Buton
CBS

CANNON, JIMMY
What's the Story
DuMont

CANOVA, JUDY
Judy Canova Show
NBC

CANTOR, EDDIE
Eddie Cantor Show, NBC
Colgate Comedy Hour, NBC-TV

CARHART, GEORGIANA
Life Begins at Eighty
DuMont

Mistress of Ceremonies "TV Card Party" WTOP-TV

Mistress of Ceremonies "General Electric Theatre" WMAL-TV

"Hi Neighbor" Shopping Show WHAM-TV

Hostess "New Homes Preview" WMAL-TV

Mistress of Ceremonies WTTG-TV

"Dorese Bell Show" WRNY

DORESE BELL
ABC Network
New York
"Dorese Bell Show"
Women's News Commentary

"RAIN OR SHINE"

with

Have a Happy

CAROL REED

WCBS-TV

JACKSON BECK

ANNOUNCER
United States Steel Hour

ACTOR

NARRATOR

MU 8-6600

CARMICHAEL, HOAGY
Saturday Night Revue
NBC-TV

CARNEY, ART
Jackie Gleason Show, Studio One, Toast of the Town, Danger; CBS-TV; Robt. Montgomery Presents, Campbell Sound Stage, NBC-TV; Kraft Television Theatre, ABC-TV

CARR, NANCY
Chicago Theatre of the Air
Mutual

CARROLL, JEAN
Take It From Me
ABC-TV

CARROLL, JIMMY
Wonderful City
Mutual

CARROLL, LEO G.
Topper
CBS-TV

CARROLL, MADELEINE
Starlight Theatre
CBS

CARSON, JACK
B. Oct. 11, 1911, Carmen, Manitoba, Canada. G.E. Theatre; CBS-TV; Royal Show Case, NBC-TV

CARSON, KEN
Saddle Scouts
WABD, New York

CARSON, WHITEY
Tootsie Hippodrome
ABC-TV

CAULFIELD, JOAN
My Favorite Husband
CBS-TV

CEASAR, SID
Your Show of Shows, NBC-TV

CERF, BENNETT
What's My Line
CBS-TV

CESANA, RENZO (The Continental)
Love Story
WABD, New York

CHANDLER, ROBIN
I'll Buy That
CBS-TV

CHAPMAN, JOHN
Best Plays
NBC

CHILDERS, ALVIN
Amos 'N' Andy
CBS-TV

CHURCHILL, SARAH
Hallmark Hall of Fame
NBC-TV

CLAIRE, MARION
Chicago Theatre of the Air
Mutual

CLARK, EVERETT
Chicago Theatre of the Air
Mutual

CLARK, LON
Nick Carter
Mutual

CLARKE, PHILIP
Mr. Keen, Tracer of Lost Persons
CBS

COBB, BUFF
Masquerade Party, Mike and Buff
CBS-TV

COCA, IMOGENE
Your Show of Shows, NBC-TV

COLEMAN, NANCY
Valiant Lady
CBS-TV

COLLINS, TED
Kate Smith Show
NBC-TV

COLLYER, BUD
Quick As a Flash, ABC-TV

COMO, PERRY
Perry Como Show
CBS-TV

CONRAD, WILLIAM
Gunsmoke
CBS

CONREID, HANS
"I'll Buy That"
CBS-TV

CONWAY, TOM
Mark Saber
ABC-TV

COOK, DONALD
My Son Jeep
NBC

COOKE, ALISTAIR
Omnibus
CBS-TV

COOKE, DWIGHT
Dwight Cooke's Guestbook
CBS

CORRELL, CHARLES
Amos 'n' Andy
CBS-TV

COTSWORTH, STAATS
Crime Photographer
CBS

COUGHLIN, FRANCIS
Down You Go
DuMont

COWAN, JEROME
Valiant Lady
CBS-TV

COY, JIM
Jim Coy Show
NBC

CRABBE, BUSTER
Luncheon with Buster Crabbe
NBC

CRONYN, HUME
The Marriage
NBC

George and Gracie

MARY MARGARET McBRIDE

ABC CO-OP
NETWORK COAST
TO COAST

———o———

Exclusive Management:
ESTELLA H. KARN
49 West 45th Street
New York City

ART CARNEY

Jackie Gleason Show
CBS-TV

Personal Management:
Wm. McCaffrey Agency
ELdorado 5-1076

CROSBY, BING
Bing Crosby Show
CBS

CROSBY, BOB
B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, Jack Benny Show, CBS-TV

CROSS, REGGIE
Man on the Farm
Mutual

CULLEN, BILL
I've Got a Secret, It Happens Every Day, Fun for All, Walk a Mile, Garry Moore Show, CBS-TV

— D —

DAHL, ARLENE
Playhouse
ABC-TV

DALEY, JAMES
Foreign Intrigue
NBC-TV

DALY, JOHN
What's My Line
CBS-TV

DAVIS, JOAN
I Married Joan, NBC-TV

DAVIS, WATSON
CBS

DAY, DENNIS
RCA Show Starring Dennis Day
NBC-TV

DELMAR, KENNY
My Friend Irma
CBS-TV

DEMMING, ELIZABETH
Guiding Light
CBS

DENNING, RICHARD
Mr. and Mrs. North
CBS

DENNIS, JAMES
Turn to a Friend
ABC-TV

De SANTIS, JOE
Squad Room
Mutual

DEVINE, ANDY
Wild Bill Hickok
WABD, New York

DeWILDE, BRANDON
Jamie
ABC-TV

DIETRICH, MARLENE
Time for Love
CBS

DIXON, BOB
B. April 8, 1911, Stamford, Conn. Perry Mason, Edward R. Murrow, Red Buttons, Person to Person, CBS-TV; Life Can Be Beautiful, NBC

DONALD, PETER
Can You Top This
NBC

DONLEVY, BRIAN
Dangerous Assignment
NBC-TV

DOTY, ROY
The Roy Doty Show
WABD, New York

DRAKE, GALEN
Housewives Protective League, Starlight Salute
CBS

DUBLIN, DR. LOUIS I.
Search That Never Ends
Mutual

DURANTE, JIMMY
B. Feb. 18, 1893, New York City. Colgate Comedy Hour, NBC-TV

— E —

EDWARDS, ALLYN
Allyn Edwards Show
NBC

EDWARDS, JOAN
At Home With Joan
CBS

EDWARDS, RALPH
B. June 13, 1913, Merino, Colo. This Is Your Life, NBC-TV; Truth or Consequences, NBC

EDWARDS, WEB
Hawaii Calls
Mutual

ELLIOTT, WIN
Break the Bank, On Your Account
NBC-TV

EMERSON, FAYE
Faye Emerson Show
NBC

ERICKSON, CORYDON ARVID
B. Dec. 26, 1944, New York City. Robt. Montgomery Presents, Goodyear Theatre, Hit Parade, NBC-TV; Take It From Me, WABD, New York; Lux Video Theatre, Freedom Rings, Danger, CBS-TV

ERWIN, STU AND JEAN
Stu Erwin Show
ABC-TV

EVANS, DALE
Roy Rogers Show
NBC, NBC-TV

CHARLES IRVING — LE. 2-1100 — HOLLIS IRVING

Producer - Director

Radio - TV - Motion Pictures

Joan Davis

in

"I MARRIED JOAN"

NBC Television

Every Wednesday Night

Sponsored By General Electric

GERTRUDE BERG

and the GOLDBERGS

REPRESENTATION:

TED ASHLEY ASSOCIATES

— F —

FADIMAN, CLIFTON
This Is Show Business
CBS-TV

FAIRBANKS, DOUGLAS
The Rheingold Theatre
NBC-TV

FAIRBANKS, TINY
Remember with Tiny Fairbanks
Mutual

FALKENBERG, JINX
Jinx Falkenberg Diary
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV

FENNELLY, PARKER
Titus Moody
Mutual

FERRADAY, LISA
Dinner With Lisa, The Mask, ABC-TV; Robert Montgomery, Martin Kane, NBC-TV; Studio One, CBS-TV

FITZMAURICE, MICHAEL
Radio Registry

FLETCHER, TEX
B-Bar-B
Mutual

FOOTE, BRUCE
Chicago Theatre of the Air
Mutual

FORD, SENATOR ED
Can You Top This?
NBC

FOSTER, PRESTON
B. August 24, Ocean City, N. J. Waterfront, Syndicated

FRANCES, ARLENE
What's My Line?
CBS-TV

FRANDSEN, TOM
B. July 20, Los Angeles, Cal. Late Date at the Movies, KNBC, Los Angeles, Cal.; The Unexpected, KECA-TV, Los Angeles, Cal.; Colgate Comedy Hour, NBC-TV

FREBERG, STAN
That's Rich
CBS

FREEMAN, FLORENCE
Wendy Warren and the News
CBS

FREEMAN, STAN
Stan Freeman Show
NBC

FROMAN, JANE
Douglas Edwards and the News
CBS-TV

— G —

GAMBLING, JOHN A.
John Gambling Show
Mutual

GARGAN, WILLIAM
Barrie Crane, Confidential Investigator
NBC

GARROWAY, DAVE
Dial Dave Garroway, NBC
Today, Dave Garroway Show, NBC-TV

GATESON, MARJORIE
One Man's Family
NBC

GEARHART, VIRGINIA & LIVINGSTON
Fred Waring Show
CBS-TV

GILBERT, RUTHIE
Texaco Star Theatre, Buick Berle Show
NBC-TV

GILMAN, TONI
Down You Go
DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw With Me
NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Morning Show, Arthur Godfrey and his Friends, Arthur Godfrey's Talent Scouts, Arthur Godfrey's Digest, CBS, CBS-TV

GORDON, GALE
Our Miss Brooks
CBS-TV

GOSDEN, FREEMAN
Amos 'N' Andy
CBS-TV

GOTTSCHALK, NORMAN
Sky King, Chicago Theatre of the Air
Mutual

GRAHAM, BILLY
Hour of Decision
ABC-TV

GRANIK, THEORDORE
American Forum of the Air
NBC-TV

GRANT, HARVEY
Life With Father
CBS-TV

GRANT, KIRBY
Sky King
ABC-TV

"MIKE and BUFF"

CBS-TV

JOHNNY MERCER

BOB CROSBY

GRAY, BARRY
Barry Gray Show
WABD, New York

GREAZA, WALTER
Treasury Men in Action
NBC-TV

GREENE, LORNE
Lorne Greene Show
Mutual

GREENE, MARGE
Marge and Jeff
DuMont

GROVE, BETTY ANN
The Big Payoff
CBS-TV

— H —

HAGEN, JEAN
Make Room for Daddy
ABC-TV

HAGY, RUTH GERI
Junior Press Conference
ABC-TV

HALL, CLIFF
Search for Tomorrow
CBS-TV

HALL, HELEN (Barbara Wells)
B. Kansas City, Mo. Bur-Mil Cameo Lady, Helen Hall Show, Mutual; Barbara Wells Show, WOR, New York

HALOP, FLORENCE
Meet Millie
CBS-TV

HAMER, RUSTY
Make Room for Daddy
ABC-TV

HAMILTON, GENE
B. Feb. 22, 1910, Toledo, Ohio. All Star Revue, NBC-TV; What's the Score, Mantovani Concerts, Alemite News, Travelers Voices & Events, NBC; Doctor Gino, WNBC, New York

HAMILTON TRIO
Your Show of Shows
NBC-TV

HAMMOND, EARL
Rocky King, Dumont

HARDWICKE, SIR CEDRIC
Bulldog Drummond
Mutual

HARMON, LARRY
Commander Comet
Adventures of Patches

HARTLINE, MARY
Super Circus
ABC-TV

HARTMAN, PAUL
Pride of the Family
ABC-TV

HASTINGS, DON
Captain Video
DuMont

HAYES, GABBY
Gabby Hayes Show
NBC-TV

HAYES, HELEN
Omnibus
CBS-TV

HAYMES, BOB
Bob Haymes Show
CBS

HAYWORTH, VINTON
Keep Healthy
Mutual

HEATHERTON, RAY
The Merry Mailman, WOR TV & Mutual

HEBERT, DON
Mr. Wizard
NBC-TV

HEILNER, VAN CAMPEN
Rod and Gun Club
Mutual

HENRICH, TOMMY
Tommy Henrich Show
ABC-TV

HENRY, BILL
Who Said That?
NBC-TV

HERSHFIELD, HARRY
Can You Top This?
NBC

HEWITT, VIRGINIA
Space Patrol
ABC-TV

HODGE, AL
Captain Video
DuMont

HOPE, BOB
B. London, England. The Bob Hope Show, NBC, NBC-TV

HORWICH, DR. FRANCES
Ding Dong School
NBC-TV

HULL, WARREN
Strike It Rich
CBS-TV

HYATT, BOBBY
Pride of the Family
ABC-TV

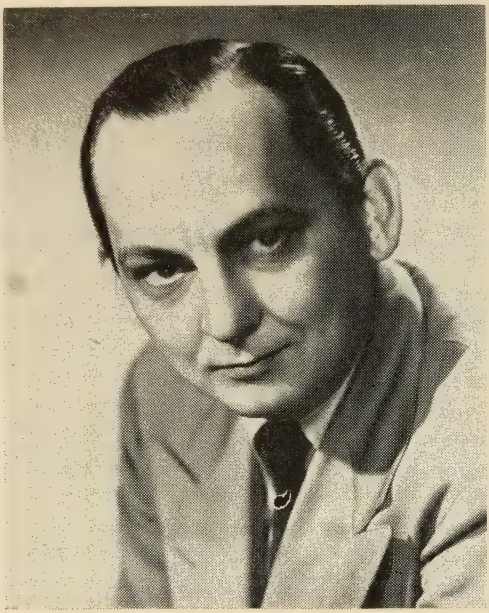
— I —

IRVING, CHARLES
Search for Tomorrow, CBS-TV

BRYNA RAEBURN

•

RADIO REGISTRY



"Here's Looking At You"

NBC-TV

RICHARD WILLIS

FOR THE FAMILY

THE JACK OWENS SHOW

Starring

The West's MOST POPULAR Family 5 Days a Week.

KECA-TV

and

Entire ABC RADIO NETWORK

And don't forget — "THINK" — the hit of '54. Words and Music by Jack Owens (Hear Jack and Mary Ann Sing It on Decca Records.)

JACK and Daughter, MARY ANN

IRVING, HOLLIS
Somerset Maugham Theatre, Robert Montgomery Present, NBC; Ellery Queen, ABC-TV; Suspense, Love of Life, NBC-TV; Road of Life, NBC, CBS

IRWIN, CAROL
I Remember Mama
CBS-TV

— J —

JACKSON, EDDIE
All Star Revue,
Colgate Comedy Hour
NBC-TV

JACKSON, FELIX
Studio One
CBS-TV

JACKSON, SHERRY
Make Room for Daddy
ABC-TV

JAMESON, HOUSE
Aldrich Family
NBC-TV

JEFFREYS, ANNE
Topper
CBS-TV

JENKS, FRANK
Colonel Flack
DuMont

JESSEL, GEORGE
All Star Revue
NBC-TV

JOHNSON, BESS
Search for Tomorrow
CBS-TV

JOHNSON, GERALD W.
Where's Raymond
ABC-TV

JORDAN JAMES E.
B. Nov. 16, Peoria, Ill. Fibber McGee & Molly, NBC

JORDAN, MARIAN
B. April 15, Peoria, Ill. Fibber McGee & Molly, NBC

JOSLYN, ALLYN
Where's Raymond?
ABC-TV

— K —

KADELL, CARLTON
Sky King
Mutual

KAPLAN, MARVIN
Meet Millie
CBS-TV

KARNS, ROSCOE
Rocky King, Detective
DuMont

KAUFMAN, GEORGE S.
This Is Show Business
CBS-TV

KAUFMAN, MURRAY
The Murray Kaufman Show
WMCA

KAYE, VIRGINIA
Rosemary
CBS

KEENE, WILLIAM
Rocky King, Plainsclothesman, DuMont; Ethel & Albert, Robert Montgomery Presents, NBC-TV; Nick Carter, The Falcon, Mr. D.A., WOR, New York

KEMMER, ED
Space Patrol
ABC-TV

WILLIAM KEENE

RADIO — TV
MOTION PICTURES
Slide Films
Columbia Recording Artist

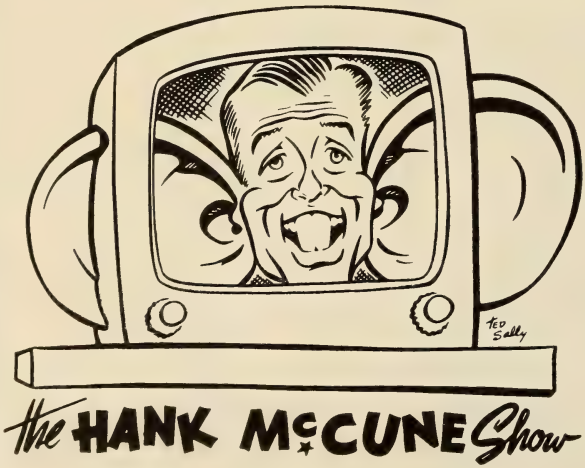
LExington 2-1100

JACK STERLING

"The Jack Sterling Show"
WCBS

"The Big Top"
CBS-TV

"Make Up Your Mind"
CBS



The Hank McCune Show* is available for *YOUR* market.

** fifty-two, 30 minute situation comedies.*

Write, Wire or Phone

The HANK McCUNE SHOW
1515 N. Western Avenue
Hollywood 28, California
Phone: HOllywood 4-7558

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KIMBROUGH, EMILY
Emily Kimbrough Presents
CBS

KING, CARL

KING, JOE
The World Traveler
Mutual

KING, JOHN REED
Have a Heart
Mutual

KIRBY, DURWARD
Garry Moore Show
CBS-TV

KIRCHNER, CLAUDE
Super Circus
ABC-TV

KOPLAN, HARRY
B. Oct. 8, 1911, Camden, N. J. Meet the Missus, CBS; Meet the Music, KNX; You're Never Too Old, KNXT; Harry Koplan-Rosemary LaPlanche Show, KHJ TV; Children Should Be Heard, What's the Question, KLAC TV, Los Angeles, Cal.

— L —

LAIRE, JUDSON
Mama
CBS-TV

LA PLANCHE, ROSEMARY
B. Oct. 11, Los Angeles, Cal. Colgate Comedy Hour, NBC-TV; Harry Koplan-Rosemary LaPlanche Show, KHJ TV; Children Should Be Heard, KLAC TV, Los Angeles, Cal.

LARKIN, JOHN
Perry Mason
CBS

LAWRENCE, JERRY
B. Dec. 18, 1911, Rochester, N.Y. I Love Lucy, Philip Morris Playhouse, Omnibus, CBS-TV; All Star Revue, NBC-TV; Jerry Lawrence & Beverly, KFWB; Whiterock Show, KNBH, Los Angeles, Cal.

LEONDARD, BILL
This Is New York
CBS

LESCOULIE, JACK
Jackie Gleason Show, CBS-TV; Today, NBC-TV

LESTER, JERRY
Late Date
NBC-TV

LEVENSON, SAM
B. Dec. 28, 1911, U. S. A. This Is Show Business, Toast of the Town, CBS-TV

LEWIS, CATHY
On Stage
CBS

LEWIS, ELLIOTT
On Stage
CBS

LEWIS, JERRY
B. Mar. 16, 1926, Newark, N. J. Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.
The Name's the Same, ABC-TV; Robert Q. Lewis Show, CBS-TV

"ETHEL and ALBERT"

STARRING
PEG LYNCH
and
ALAN BUNCE

NBC-TV, SATURDAY, 7:30 P.M.
(FOR THE SUNBEAM CORPORATION)

TOM LOEB
Producer

WALTER HART
Director

NBC's Hollywood Correspondent

Shirley Thomas Reports — NBC Radio
Shirley Thomas from Hollywood — NBC Radio
Shirley Thomas Interviews — KCOP-TV

John Cole Annis

Shirley Thomas

ANNIS & THOMAS
PRODUCTIONS INC.

7427½ HOLLYWOOD BLVD., HOLLYWOOD 46, CALIF. HO 9-8484

"MAMA"

This is the beloved Hansen family seen each Friday night at 8:00 on CBS TV: Peggy Wood (Mama); Judson Laire (Papa); Rosemary Rice (Katrin); Dick Van Patten (Nels); Robin Morgan (Dagmar); Ruth Gates (Aunt Jenny). Carol Irwin Producer; Ralph Nelson director.

LEWIS, WANDA
Paul Dixon Show
DuMont

LIBERACE
B. May 16, 1920, Milwaukee, Wis. The Liberace Show, Syndicated TV

LIESTON, FREDDIE
Life With Father
CBS-TV

LINDLAHR, VICTOR T.
Diet Commentary
NBC

LINKLETTER, ART
House Party
CBS-TV

LINN, BAMBI
Your Show of Shows
NBC-TV

LITEL, JOHN
My Hero
NBC-TV

LOCKHART, JUNE
Who Said That
NBC-TV

LORRE, PETER
Nightmare
Mutual

LORRING, LYNN
Take It From Me
ABC-TV

LOWE, EDMUND
Front Page Detective
WABD, New York

LUDDY, BARBARA
First Nighter
NBC

LUND, JOHN
Yours Truly, Johnny Dollar
CBS

LYNCH, KEN
The Plainsclothes Man
DuMont

LYNCH, PEG
Ethel and Albert, NBC-TV

LYNN, BETTY
Where's Raymond
ABC-TV

LYNN, JEFFREY
My Son Jeep
NBC-TV

LYTELL, BERT
One Man's Family
NBC

— M —

MACK, DOTTY
The Dotty Mack Show
ABC-TV

MacLAUGHLIN, DONALD
Road of Life
CBS

MADISON, GUY
Wild Bill Hickok
WABD, New York

MAHONEY, CLAUDE
CBS

MANSON, CHARLOTTE
Nick Carter
Mutual

MARKLE, FLETCHER
Studio One
CBS-TV

MARSHALL, DR. ROY K.
The Nature of Things
NBC-TV

MARTIN, DON
Radio-TV School
Hollywood, Cal.

MARTIN, DEAN
B. June 7, 1917, Steubenville, O.
Colgate Comedy Hour, NBC-TV

MARTIN, JEAN
Chock Full O' Nuts Show, WNBT, New York

MARX, GROUCHO
You Bet Your Life
NBC, NBC-TV

MASSEY, CURT
Curt Massey Time
CBS

McBRIDE, MARY MARGARET
Mary Margaret McBride Co-Op Show, ABC

McBURNEY, DR. JAMES H.
Northwestern University
Reviewing Stand
Mutual

McCARTHY, JOSEPHINE
Cooking Show
NBC-TV

McCAY, PEGGY
Love of Life
CBS-TV

McCRARY, TEX
Weekend, NBC
The President's Week, NBC-TV

LAWRENCE WELK

And His

Champagne Music

3rd Year At The

ARAGON BALLROOM

Lick Pier ● Santa Monica, Calif.

KTLA — Channel 5

For The Dodge Dealers

of Southern California

Exclusively On

Coral Records

Management

GABBE, LUTZ and HELLER

Public Relations — Joe Sanson

STAN SAWYER

JACK CARSON

★

"A Star is Born"

(Warner Bros.)

Management: MCA

Personal Management:
Frank Stempel

McCUNE, HANK
The Hank McCune Show

McDONNEL, CRAIG
Official Detective
Mutual

McELHONE, ELOISE
Leave It to the Girls
ABC-TV

McGUIRE, MAC
Mac McGuire Show
Mutual

McNELLIS, MAGGI
B. Chicago, Ill. Maggi's Magazine, WABC, New York; Maggi McNellis Show, WABC-TV, New York; Leave It to the Girls, ABC-TV

McVEY, PAT
B. Mar. 17th, Ft. Wayne, Ind. Big Town, CBS-TV; Heart of the City, Syndicated

MEADOWS, AUDREY
Jackie Gleason Show,
I'll Buy That
CBS-TV

MEADOWS, JAYNE
I've Got a Secret
CBS-TV

MEIKLE, PAT
Magic Cottage
WABD, New York

MENARD, GEORGE
Man on the Farm
Mutual

MENJOU, ADOLPH
Favorite Story
NBC-TV

MERCER, JOHNNY
B. Nov. 18th, 1909, Savannah, Ga. The Johnny Mercer Show, CBS

MERCER, RUBY
Ruby Mercer Show
Mutual

MEREDITH, BURGESS
Excursion
NBC-TV

MERRILL, GARY
The Mask
ABC-TV

MERRIMAN, RANDY
Big Payoff
NBC-TV

MILLAND, RAY
Meet Mr. McNutley
CBS-TV

MILLER, DAVE
Welcome Ranch
Mutual

MILLER, SIDNEY
B. Oct. 22, 1916, Shenandoah, Pa. Saturday Night Revue, Colgate Comedy Hour, NBC-TV

MINER, JAN
Hilltop House, Ma Perkins, CBS; Great Plays, Philco Theatre, NBC; Schlitz Playhouse, Robt. Montgomery Presents, Martin Kane, Tallulah Bankhead, All Star Revue, NBC-TV

MONTGOMERY, ROBERT
Robert Montgomery Presents, NBC-TV

MOORE, GARRY
Garry Moore Show
CBS-TV

MOORE, TIM
Amos 'n' Andy
CBS-TV

MOORE, TOM
Ladies Fair
Mutual

MOREHEAD, ALBERT
I'll Buy That
CBS-TV

MORELAND, DON
Man on the Farm
Mutual

MORGAN, EDWARD P.
Chronoscope
CBS-TV

MORGAN, HENRY
I've Got a Secret
CBS-TV

MORRIS, HOWARD
B. Sept. 4, 1919, New York City. Your Show of Shows, NBC-TV

MORRISON, BRET
The Shadow
Mutual

MOWBRAY, ALAN
Colonel Humphrey Flack
DuMont

MURRAY, JAN
Meet Your Match, NBC; Dollar A Second, Dumont

MURRAY, KATHRYN
Arthur Murray Party
NBC-TV

The Murray Kaufman Show

WMCA

MON.-SAT. — 11:05-12 P.M.

THURS. 8-9 P.M.

Personal Representative: WYNN LASSNER

PL. 7-0876

MAGGI McNELLIS

MICHAEL FITZMAURICE

Radio Registry

EDDIE "ROCHESTER" ANDERSON

JOE SILVER

Featured

RED BUTTONS SHOW — CBS-TV

SU 7-5400

MURROW, EDWARD R.
Person to Person, See It Now
CBS-TV

MYERSON, BESS
The Big Payoff
NBC-TV

MYNATT, HARRY
Queen for a Day
Mutual

— N —

NELSON, BARRY
My Favorite Husband
CBS-TV

NELSON, DOLF
Ladies Fair
Mutual

NELSON, JIMMY
Milton Berle Show, NBC-TV

NELSON, OZZIE & HARRIET
Adventures of Ozzie & Harriet
ABC-TV

NELSON, RAY
Rod and Gun Club
Mutual

NIGH, JANE
City Assignment
WABD, New York

NUSSBAUM, MORT
B. Aug. 10, 1914. Off the Record, Take It Easy, You Can Be a Star, WHAM, WHAM-TV, Rochester, N. Y.

— O —

O'CONNOR, DONALD
B. August 28, 1925, Chicago, Ill. Colgate Comedy Hour, NBC-TV

O'KEEFE, WALTER
Double or Nothing
NBC

OLIVIER, SIR LAURENCE
Theatre Royal
NBC

OLSEN, JOHNNY
Johnny Olsen Show
Mutual

OSBORN, LYN
Space Patrol
ABC-TV

OWEN, JAY
Dr. I. Q.
ABC-TV

OWENS, JACK
B. 1913. The Jack Owens Show, ABC; The Jack Owens Show, KECA-TV, Los Angeles, Cal.

— P —

PARKS, BERT
Double or Nothing
CBS-TV

PARSON, LOUELLA
Louella Parsons Show
CBS

PAUL, LES AND MARY FORD
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul & Mary Ford at Home, TV Film

PAUL, RALPH
B. Oct. 11, 1920, Denver, Colo. Strike It Rich, CBS-TV; Sound Stage, TV Playhouse, NBC-TV

PAYNE, VIRGINIA
Ma Perkins
CBS

PEARL, JACK
Baron and the Bee
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETERSON, DON
Farm Quiz
Mutual

PETERSON, VIRGILIA
Author Meets the Critics
Mutual

PETRIE, GEORGE
Adventures of the Falcon
Mutual

PICKENS, JANE
Jane Pickens Show, ABC-TV; Jane Pickens Show, NBC

POLERI, DAVID
Chicago Theatre of the Air
Mutual

POLESIE, HERB
Twenty Questions
Mutual

POPE, CARMELITA
Down You Go
DuMont

POTTER, PETER
Peter Potter Show
ABC-TV

PRINCE, WILLIAM
The Mask
ABC-TV

BOB RUSSELL
Director-Writer-M.C.-Composer
of
"Miss Universe Pageant" Long Beach, Cal.
"Miss America Pageant" Atlantic City, N. J.
"Big Top" CBS-TV for Sealtest
"Joe DiMaggio Club" NBC-TV for Buitoni
Co-creator — "Live Like a Millionaire"

RAY HEATHERTON
"The Merry Mailman"
and
"The Ray Heatherton Show"
Coral Records — Personal Appearances
Personal Management
SANDY HOWARD PRODUCTIONS
CI 5-6971
853 - 7th Ave., N. Y. C.

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year in show business.

KAY WESTFALL

BOB MURPHY

GREETINGS
FROM
BOB
and
KAY
NBC
CHICAGO
Mon. - Fri.

JOHNNY OLSEN

CI. 7-7517

MOREY AMSTERDAM

WNBT — BREAKFAST WITH MUSIC
9-10 A.M. MON. thru FRI.

DECCA RECORDS

— R —

RAEBURN, BRYNA
B. March 14. Gangbusters, Helen Trent, CBS; Phrase That Pays, Big Story, Barrie Craig, Eternal Light; NBC; Official Detective, Counterspy, Nick Carter, Search That Never Ends; WOR, N. Y.

RANDOLPH, AMANDA
Beulah
CBS

RAYBURN, GENE
Bright Ideas
NBC-TV

RAYE, MARTHA
Martha Raye Show, NBC-TV

RAYMOND, GENE
Fireside Theatre
NBC-TV

REDDY, TOM
Journey Through Life
CBS-TV

REED, CAROL
Rain or Shine, CBS-TV

REINER, CARL
Your Show of Shows, NBC-TV

RINARD, FLORENCE
Twenty Questions
Mutual

RIO, ROSA
My True Story, When a Girl Marries, Ted Malone, ABC; Johnny Olsen, Opera Versus Jazz, ABC-TV; Front Page Farrell, NBC

RITZ BROTHERS
Colgate Comedy Hour
NBC-TV

ROBBINS, FRED
Fred Robbins Show,
Coke Time
Mutual

ROGERS, ROY
B. Nov. 5, 1912, Cincinnati, O. Roy Rogers Show, NBC, NBC-TV

ROMERO, CESAR
Your Chevrolet Showroom
ABC-TV

ROSS, DAVID
Words in the Night,
Golden Treasury
NBC

ROUNTREE, MARTHA
Meet the Press
NBC, NBC-TV

ROWLES, POLLY
Jamie
ABC-TV

ROY, MICHAEL
B. July 18, 1913, Hanaford, N. D. Mike Roy's Kitchen, KLAC-TV; Mike Roy's Key to the Kitchen, KNBH, Los Angeles, Cal.

JAN MINER

MU 8-6600

THE
RITZ
BROTHERS

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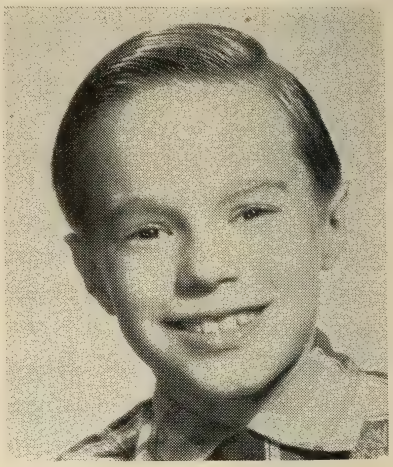


CORYDON ERICKSON
Age 6-9 — 52 Inches High
LE 2-1100
TV: Philco Playhouse, Good Year, Lux Video, Robert Montgomery Presents
FILMS: U-I, "Girls in the Night", Columbia, "It Should Happen to You"
and many others

PAT McVEY
"Steve Wilson"
BIG TOWN
HEART OF THE CITY

DON MARTIN
SCHOOL OF
RADIO and TELEVISION
ARTS and SCIENCES

Now in our 17th Year

750 Stations in 44 States
Employ our Graduates

Operator of KSRT-FM
93.9 mc
HOLLYWOOD, CALIFORNIA

RUICK, MELVILLE
City Hospital
CBS

RUSSELL, BOB
Big Top, CBS-TV; Joe Di Maggio Club, Live Like a Millionaire, NBC-TV

RUSSELL, JACK
Your Show of Shows, NBC-TV

RUSSELL, TODD
Wheel of Fortune
CBS-TV

RUYKEYSER, MERRYLE STANLEY
Ruykeyser Reports
Mutual

— S —

SAWYER, STAN

SCHILDKRAUT, JOSEPH
DuMont

SCOTT, JOHN
Footnotes to History
Mutual

SHEEN, BISHOP FULTON J.
Life Is Worth Living
DuMont

SHELDON, HERB
Herb Sheldon Show, Egbert & Unily
NBC, NBC-TV

SHERWIN, WALLY
B. Aug. 26, 1918, Chicago, Ill. Stairway to Stardom, KTTV, Los Angeles; Here's the Pitch, KNBH; Critical Court, KLAC-TV, Los Angeles

SHIPP, MARY
My Friend Irma
CBS-TV

SHRINER, HERB
For for the Money
NBC-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill. Red Buttons Show, Studio One, Danger, CBS-TV; Colgate Comedy Hour, Kraft TV Theatre, NBC-TV

SINATRA, FRANK
Rocky Fortune, Songs with Sinatra
NBC

SINCLAIR, DIANE
Dave Garroway Show, Paul Winchell Show
NBC-TV

SKELTON, RED
B. July 18, Vincennes, Ind. The Red Skelton Show, CBS-TV; Syndicated

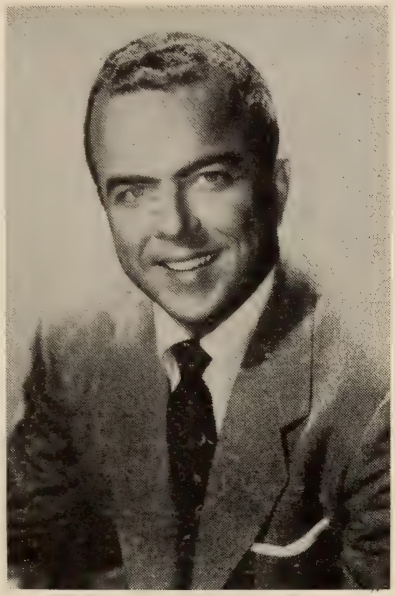
SLOANE, EVERETT
21st Precinct
CBS

SLOCUM, CHICK
Welcome Ranch, New England Barn Dance
Mutual

SMITH, BILL
Brighter Day
CBS

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour, NBC-TV



JAY STEWART
M.C.
"It Pays To Be Married" NBC
"Your Claim To Fame" ABC-TV
"Townhall Party" KTTV

GENE HAMILTON
"Dr. Gino"
NBC

EARL HAMMOND

TELEVISION RADIO

LExington 2-1100

JERRY LAWRENCE

"Air Salesman"

TV-Radio — Coast-to-Coast

WHitney 8612 Hollywood, Calif.

JACQUELINE SUSANN

BILLY BARTY

"A little bit of everything"

DIRECTION MCA

SMITH, SYDNEY
Market Melodies, Leave It to the Girls, WABC-TV; Quick on the Draw, NBC-TV; Your TV Shopper, Ask Miss Smith, WABD; To the Ladies, WPIX, New York

SMOLEN, VIVIAN
Our Gal Sunday
CBS

SOUBRIER, CLIFF
Sky King
Mutual

SOTHERN, ANN
Private Secretary
CBS-TV

SPIVAK, LAWRENCE E.
Meet the Press
NBC, NBC-TV

STANG, ARNOLD
House of Glass,
Buick Berle Show
NBC, NBC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
B. June 24, 1915, Baltimore, Md. The Jack Sterling Show, WCBS, New York; The Big Top, CBS-TV; Make Up Your Mind, CBS

STERLING, PHIL
Counter-Spy
Mutual

STERLING, ROBERT
Topper
CBS-TV

STERN, BILL
The Name's the Same
ABC-TV

STEVENS, JULIE
Romance of Helen Trent
CBS

STEVENS, MARK
Martin Kane
NBC-TV

STEWART, JAY
It Pays To Be Married—NBC
Your Claim To Fame—ABC-TV
Townhall Party

STEWART, JIMMY
Six Shooter
NBC

STONE, CLIFFIE
B. Mar. 1, 1917, Stockton, Cal. Hometown Jamboree, KLAC-TV; KXLA, Los Angeles, Cal.

STORM, GALE
My Little Margie
Mutual

SULLIVAN, ED
Toast of the Town, Arthur Godfrey & His Friends, Jackie Gleason Show.
CBS-TV

SUSANN, JACQUELINE
This Is Show Business, Studio One, Your Surprise Store, CBS-TV; Arthur Murray Party, Who Said That, NBC-TV; Rocky King, Dumont

SWENSON, KARL
Lorenzo Jones
NBC

— T —

TANDY, JESSICA
The Marriage
NBC

TAYLOR, DEEMS
Deems Taylor Concert
Mutual

TAYLOR, MARY LEE
Mary Lee Taylor Show
NBC

RALPH CAMARGO

RADIO — TV
ACTOR — ANNOUNCER
NARRATOR
REGISTRY — MU. 8-6600

LARRY HARMON

Stars as "Commander Comet" and does voices on KNBH show.

Stars on "Adventures of Patches"

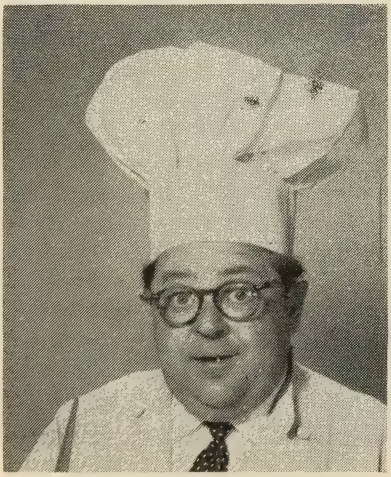
SYDNEY SMITH
NBC-TV
"Home" show

EVE ARDEN

"OUR MISS BROOKS"

CBS-TV

Your Blue-Eyed Boy, Rugged
MICHAEL ROY*



KNBH — 4
Los Angeles, Calif.
** Good TV Cooking Done Expensive*

CARL KING
Personal Management
Madelyn Killeen

TENNESSEE, ERNIE
B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Show, ABC; Hometown Jamboree, KLAC-TV; Hollywood, Cal.

THOMAS, DANNY
B. Jan. 6, 1914, Deerfield, Mich.
Make Room for Daddy, ABC-TV

THOMAS, FRANKIE
Tom Corbett, Space Cadet
DuMont

THOMAS, SHIRLEY
B. July 16, 1920, California.
Shirley Thomas from Hollywood, CBS; Shirley Thomas Reports, NBC; Shirley Thomas Interviews, KCOP-TV, Los Angeles; NBC's Hollywood Correspondent

THOR, JEROME
Foreign Intrigue
NBC-TV

TIBBETT, LAWRENCE
Golden Voices
NBC

TILTON, MARTHA
Curt Massey Time
CBS

TOMPKINS, JOAN
This Is Nora Drake
CBS

TOMPKINS, TOMMY
Choose Up Sides
WCBS-TV, New York

TRACY, LEE
Martin Kane
NBC-TV

TRENDLER, ROBERT
Chicago Theatre of the Air
Mutual

TRIPP, PAUL
Lamp Unto My Feet
CBS-TV

TROHAN, WALTER
Report from Washington
Mutual

TRUEX, ERNEST
Jamie
ABC-TV

TRUMAN, MARGARET
Paul Winchell Show, All Star Revue
NBC-TV

TUTTLE, LURENE
Life With Father
CBS-TV

TYLER, JANET
The Weather Girl
DuMont

TYLER, JUDY
Howdy Doody
NBC-TV

— V —

VALENTINE, JACK
Action in the Afternoon
CBS-TV

VANCE, VIVIAN
I Love Lucy
CBS-TV

VAN DEVENTER, FRED
Twenty Questions
Mutual

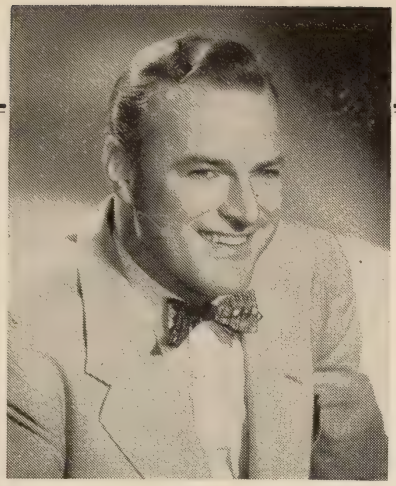
VAN HORNE, HARRIET
What's the Story
DuMont

VAUGHN, BERYL
Sky King
Mutual

VERDUGO, ELENA
Meet Millie
CBS-TV

— W —

WAKELY, JIMMY
B. Feb. 16, 1914, Mineola, Ark.
The Jimmy Wakely Show, CBS



TOM FRANDSEN

Your Host

"Late Date at the Movies"

KNBH

WALLY SHERWIN

PRODUCES · WRITES · EMCEES

Currently Producing and emceeing

"STAIRWAY TO STARDOM"

KTTV — Los Angeles

Hollywood's Newest TV Star Talent Show
And can do the same for you.

SHERWIN and ASSOCIATES
15040 Dickens
Sherman Oaks, Calif.

SIDNEY MILLER

actor - writer

COLGATE COMEDY HOUR

NBC-TV

staged & directed

SATURDAY NIGHT REVUE

John Harry

A CHRIST-KOPLAN PRODUCTION

The Harry Koplan Rosemary LaPlanche Show

TV Audience Participation Variety Show

ALSO—

"You're Never Too Old"
Talent hunt starring people over 60

"Children Should Be Heard"
Children's show featuring adult appeal

"What's the Question"
Panel is given the answer—
tells you the question

ARGYLE ST., HOLLYWOOD 28

HO. 4-7332

WALKER, JOAN
Your Show of Shows, NBC-TV

WALLACE, MIKE
Mike and Buff
All Around the Town
CBS-TV

WARREN, CARL
Carl Warren Time
Mutual

WEAVER, NED
Under Arrest
Mutual

WEBB, JACK
Dragnet
NBC, NBC-TV

WEBER, HENRY
Chicago Theatre of the Air
Mutual

WEBSTER, CHUCK
Squad Room
Mutual

WELK, LAWRENCE
Coral Records
Aragon Ballroom
KTLA

WESTFALL, KAY
NBC

WESTMORE, ERN
Ern Westmore Show
ABC-TV

WHITE, BETTY
Life With Elizabeth
DuMont

WHITEMAN, PAUL
TV Teen Club
ABC-TV

WHITING, BARBARA
Junior Miss
CBS

WILLARD, DICK
Here's to My Lady
Mutual

WILLIAMS, SPENCER
Amos 'N' Andy
CBS-TV

WILLIS, RICHARD
Here's Looking at You, NBC

WILSON, LOIS
Alidrich Family
NBC-TV

WILSON, MARIE
My Friend Irma
CBS-TV

WINCHELL, PAUL
Paul Winchell Show
NBC-TV

WINCHELL, WALTER
ABC-TV

WISMER, HARRY
Wonderful City,
Sports-Ten
Mutual

WOOD, PEGGY
Mama
CBS-TV

WOODS, DONALD
Orchid Award
ABC-TV

WOODS, NATALIE
Pride of the Family
ABC-TV

WRAY, FAY
Pride of the Family
ABC-TV

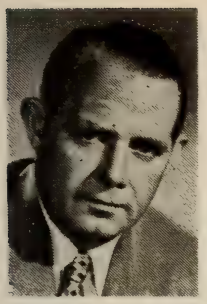
WRIGHTSON, EARL
Robert Q. Lewis Show
CBS

— Y —

YOUNG, AGNES
Aunt Jenny
CBS

YOUNG, LORETTA
Letter to Loretta
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC



Morning Radio Programming; A Pattern for AM Stations

By SAM SLATE
Program Manager
WCBS, New York

RADIO is anything but a static business and even though WCBS has been New York's top station for a long time we've made a number of program changes the past two years.

Our first problem was to find a "different" disc jockey for the 5:00 to 6:00 P.M. time slot. He had to be different as he'd be in direct competition with Martin Block and Art Ford, two long established performers.

I interviewed talent and listened to audition discs from all parts of the United States for several weeks. Finally John Henry Faulk came to see me and I decided he was the ideal person for this time period. Faulk had an interesting background. He'd been a professor at the University of Texas, had two degrees and specialized in Americana and folk music. He had a decided Texas drawl, an ability to tell both folk and "tall tales," and a rather unusual viewpoint on everyday events.

Johnny made his debut on December 17, 1951 and has become one of the station's best liked personalities.

The next problem was our morning schedule. It was obvious there was too much talk and not enough music. It was my belief that having music by a personality, combined with news, would be proper programming. I suggested to General Manager Carl Ward that we cut Bill Leonard's "This Is New York" from 45 minutes to a half-hour. He agreed, and we put in a live musical show, that meant WCBS programming would be a half hour of talk and a half hour of music. In April, 1952, a leading singing star, song writer and entertainer made her bow on WCBS in the person of Joan Edwards, today rated the top morning show among the local network stations in the Metropolitan area.

A short time later we were ready for another change. We still felt that there was still too much talk on the morning schedule. More music was wanted and so we brought in Bob Haymes in August, 1952. Haymes was programmed for the 8:15-9:00 A.M. spot, preceding "This Is New York." At the same time WCBS acquired an additional 25 minutes in the afternoon and we promptly filled it with author-lecturer, Emily Kimbrough.

We next decided that the "Jack Sterling Show," on the air from 5:30-7:45 A.M. Monday thru Saturday, needed a "shot in the arm." In October, 1952, we added a 5 piece live musical unit, the Elliott Lawrence group, that gave the program live musical lead-ins for commercials and records, and which built the show materially.

As the WCBS morning programming shapes up today, we have one hour and fifteen minutes more music in addition to live units. Joan Edwards and Bob Haymes are stars in their own right. They write their own music and sing as well. In the afternoon we have 50 minutes more music than was on the air prior to the fall of 1951.

From a news standpoint, we have put in five minutes of news at 6:00, 6:30, 7:00, and 7:30 A.M., as well as at 5:00 P.M. In addition, our "Let's Find Out" program, a show that turns the spotlight of interest to New Yorkers every Sunday from 12:00 Noon to 12:30 P.M., has built tremendous public service.

Our "all-night show," which went on the air early this year, has increased listener interest. We were fortunate in finding a sponsor in American Airlines. Taking a look at the competition we decided to put in semi-classical music and add five minutes of news every hour on the hour, running from midnight to 5:00 A.M.

We are extremely careful about our selection of music. We are always trying to give our listeners the type of music we think they want. Our policy is to stay clear of novelty discs in the morning, play as many top ten and all time standards as possible and use the type of music that blends with Faulk's humor.

Peggy Lee

VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1953

☆

— A —

ALLEN, LLOYD
KCLS, Flagstaff, Ariz.

ALLEN, RAY
WTOP, Washington, D. C.

ANDERSON, PADDI
Just For You
KWHP, Cushing, Okla.

ANDERSON, PAUL
Breakfast With Bigelows
WJTN, Jamestown, N. Y.

ANDRESS, ANN
Man On the Farm
Mutual

ANDREWS, JOHNNY
Morning Bandwagon
WTAM, Cleveland, O.

APPLEGATE, BEN
Hymn Time With Mr. and Mrs. Ben Applegate
KLCB, Libby, Mont.

APPLEWHITE, CHARLIE
Milton Berle Show, Arthur Murray Show; NBC-TV

APRIL, ODETTE
CJFP, Riviere Du Loup, Que.

ARAKAKI, MICHIE
Together With Michiko
KPOA, Honolulu, Hawaii

ARCHER, GENE
A Visit With Archer
WNBW, Washington, D. C.

ARCHER, DON
KGST, Fresno, Cal.

ARDEN, JAN
Robert Q. Lewis Show
CBS

ARMEN, KAY
Meet Me at Kay's
NBC

ARMS, RUSSELL
Your Ht Parade
NBC-TV

ARNOLD, EDDY
Eddy Arnold Show
NBC

ASHBY, ALVAN
WGBF, Evansville, Ind.

ATCHER, BOB
Faultless Starch Time
NBC

ATTER, VIRGINIA
WMBR, Jacksonville, Fla.

AZALEA TRIO
Beantown Varieties
WEEI, Boston, Mass.

— B —

BAIN, BUDDY
Buddy Bain Show
WCMA, Corinth, Miss.

BAKER, MARIE
Starlite Serenade
KJEO, Fresno, Cal.

BALENTINO, BARRY
ABC

BARBER, LOUIS
Stafliters
WGAR, Cleveland, O.

BARRETT, RON
WEOL, Elyria, O.

BARTON, EILEEN
Broadway Open House, Milton Berle Show, Lucky Strike Hit Parade, NBC-TV; Jackie Gleason Show, Songs for Sale, Perry Como Show, CBS-TV

BECKER, JOHNNIE
KIUP, Durango, Colo.

BEERS, BOBBY
KFEL, Denver, Colo.

BIRCH, TOMMYE
KMO, St. Louis, Mo.

BOERSON, STAN
Open For Business
KING-TV, Seattle, Wash.

BOOTH, KEITH
ABC

BOUCK, LOUIS
Name the Song
WMTC, Vancleve, Ky.

BRADY, PAT
Pat Brady Sings
WABY, Albany, N. Y.

BRANDY, BOB
WRBL, Columbus, Ga.

BRANNEN SISTERS
WKKO, Cocoa, Fla.

BREES, BUD
WPEN, Philadelphia, Pa.

BRINKLEY, J. B.
Cedar Ridge Boys
WBAP, Ft. Worth, Tex.

BRIDGES, MERCER T.
ABC

BRITT, ELTON
Elton Britt Show
WCOP, Boston, Mass.

BRITTON, JAMES
WHEC, Rochester, N. Y.

BROOKS, MAGGIE
Date at Eight, Harmony Hall
WDSU, New Orleans, La.

BROWN, DOTTIE
Doin' the Town
KSL-TV, Salt Lake City, Utah

BRUNET, HARRY AND DOTTY
Welcome Ranch
Mutual

BUSSE, GLORIA
Gloria Sings
WDOK, Cleveland, O.

BYERLY, JAMES E.
ABC

— C —

CALDWELL, BOB
Music Shop
WDTV, Pittsburgh, Pa.

CARDWELL, JACK
WKAB, Mobile, La.

CARPENTER, BERT
Songs for You
KSUB, Cedar City, Utah

CARR, NANCY
Chicago Theatre of the Air
Mutual

CARROLL, JUDY
WJR, Detroit, Mich.

CARSON, KEN
Saddle Scouts
WABD

CAWOOD, JOHNNY
WMIK, Middlesboro, Ky.

CHAIR, BILL de
Camp Chaffee Mel Aires
KFSA, Ft. Smith, Ark.

CHARLES, RAY (Chorus)
Perry Como Show
Mutual

CHEROKEE, JACK
Lucky 13 Roundup
KMO-TV, Tacoma, Wash.

CHOATE, BILL
Dude Ranch Bill
KOB, Stockton, Cal.

CLARK, AL
KOTA, Rapid City, S. D.

CLAY, PATSY
Radio Rodeo
WOAI, San Antonio, Texas

CLOONEY, ROSEMARY
Rosemary Clooney Show
NBC

COLLINS, DOROTHY
Your Hit Parade
NBC-TV

COLTON, CLARENCE
CKTB, St. Catherines, Ont.

COMO, PERRY
Perry Como Show, CBS-TV; Perry Como Show, Mutual

COMPTON, DEWEY
KTRH, Houston, Texas

CONNOR, ELLEN
KCBS, San Francisco, Cal.

COOK, JOE
Smile Away
KGGF, Coffeyville, Kan.

COOK, LOIS
Smile Awhile
KGGF, Coffeyville, Kan.

COREY, JILL
Dave Garroway Show
NBC-TV

COURY, ROSELLE
WCOU, Lewiston, Me.

COX, BETTY
Broadway to Hollywood
DuMont

COX, JIMMY
Time for Adventure
KCSJ, Pueblo, Colo.

CRANE, DICK
KNEA, Jonesboro, Ark.

CROMWELL, JEAN
WHBQ, Memphis, Tenn.

CULVER, RANDY
Morning Melodies
WEWS, Cleveland, O.

JIMMY WAKELY

CORAL RECORDS exclusively
CBS RADIO for Bristol-Myers
REPRESENTATION Radio & TV
PUBLIC RELATIONS

West Coast 7:30 P.M. Saturdays
M C A
The Ettinger Company

CUNNINGHAM, DAVIS
Chicago Theater of the Air
Mutual

CURTIS, KEN
Lucky U
KHJ, Los Angeles, Cal.

— D —

DACUS, MEL AND KATY
Carousel
WBAP-TV, Fort Worth, Tex.

DALE, DIANE
WIXIE Wonderland
WXYZ-TV, Detroit, Mich.

DARLENE, DONNA
WKBI, St. Marys, Pa

DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVIS, JEANETTE
Arthur Godfrey Shows
CBS-TV

DAWN, MARION
Club 1300
WFBR, Baltimore, Md.

DAYE, MARLYN
Auction Antica
WLW-C, Columbus, O.

DEAN, EDDIE
Hoffman Hayride
KPIX, S. F., Cal.

DE CAMP, ARDEEN
KCBS, San Francisco, Cal.

DEER, JIMMY
Ole Chiz
WDAK, Columbus, Ga.

DELAND, JIM
WWJ, Detroit, Mich.

DELLENGER, LOU
KWBW, Hutchinson, Kan.

DEVLIN, COLETTE
CKCH, Hull, Que.

DONNADIO, TONY
WWIN, Baltimore, Md.

DOREY, RAY
WHDH, Boston, Mass.

DOUGLAS, MIKE
The Music Show
DuMont

DOWLING, JEANNE
WTOP, Washington, D. C.

DOWNING, CLYDE
Parade of Stars
WHBY, Appleton, Wis.

DRAKE, MILDRED
Gospel in Song
WMTC, Vancleve, Ky.

DURBIN, MARK
KOOK, Billings, Mont.

— E —

EAGER, CLAY
Burkhardt's Bunkhouse
WLOK-TV, Lima, O.

EARLES, BARBARA
WLOE, Leaksville, N. C.

EDEN, JOAN
Songs with Joan
WCCO, Minneapolis, Minn.

ELLIS, PEGGY ANN
ABC

ELLIS, SHIRLEY
Chapel Echoes
KFDA, Amarillo, Texas

EMERALD, GENE
KRNT, Des Moines, Iowa

EMERY, RUSS
New England Talent Club
WJAR-TV, Providence, R. I.

ERICKSON, HELENE W.
Opera—Concert—Radio-TV

ERLANDSON, BETTY
KGVO, Missoula, Mont.

ESTES, DON
Don Estes Show
KPRC, Houston, Tex.

EVANS, JOANNE
WAVU, Albertville, Ala.

— F —

FIELD, ELLIOT
Field House
WKAT, Miami Beach, Fla

FINCH, DICK
WPBC, Minneapolis, Minn.

FISHER, EDDIE
B. Aug. 10, 1928, Philadelphia, Pa.
Coke Time with Eddie Fisher, NBC, NBC-TV

FLETCHER, TEX
B-Bar-B
Mutual

FOLEY, RED
Grand Ole Opry
NBC

FOOTE, BRUCE
Chicago Theater of the Air
Mutual

HELENE W. ERICKSON
Soprano
Opera — Concert
Radio — TV
TR 7-8308

JEAN MARTIN
NBT Singing Star
Sammy Kaye Show
Morey Amsterdam Show
and Jerry Lester's "Late Date"

FORD, MARY
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But The Best, NBC; Les Paul & Mary Ford At Home, TV Film

FRANK, KEITH AND LELA
Sunlight Singers
KIUP, Durango, Colo.

FRYE, GWEN
Gwen & Elizabeth
KTAT, Frederick, Okla.

FURTADO, TOMMY
ABC

— G —

GAUDREAU, CARMELLE
CJEM, Edmundston, N. B.

GIPSON, JACK
Cedar Ridge Boys,
Benley Barn Dance
WBAP, WBAP-TV;
Ft. Worth, Texas

GOODE, GLORIA
Mello-D-Roundup
WXYZ-TV, Detroit, Mich.

GORME, EYDIE
Steve Allen Show
NBC-TV

GRAM, MARGO
Welcome Corner
WWSC, Glens Falls, N. Y.

GRANT, HAL
WDBJ, Roanoke, Va.

GRAY, DOLORES
Buick Circus Hour
NBC-TV

GROVE, BETTY ANN
The Big Payoff
NBC-TV

— H —

HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.

HALELOKE
Arthur Godfrey Shows
CBS-TV

HALFTOWN, CHIEF
"Pony Express"
WFIL-TV, Philadelphia, Pa.

HALL, BUDDY
WSM, Nashville, Tenn.

HALL, GEORGE
KZTV, Reno, Nev.

HALL, WENDELL
Wendell Hall Reflections
WBKB, Chicago, Ill.

HAMILTON, DAVE
WLW, Cincinnati, O.

HAMILTON, LOIS
Music & Meditation
CKNX, Wingham, Ont., Can.

HANNA, PHIL
Bride & Groom
NBC-TV

HANSON, BURT
Hanson Sings
WCCO, Minneapolis, Minn.

HARMER, SHIRLEY
Dave Garroway Show
NBC-TV

HARMONY TRIO
WLET, Toccoa, Ga.

HARP, MARTHA LOU
ABC

HARPER, HECK
KEX, Portland, Ore.

HARRIS, JACK
WWJ, Detroit, Mich.

HAYES, BILL
Your Show of Shows
NBC-TV

HETZER, DIANE
Twilight Time
WSAZ-TV, Huntington, W. Va.

HIT PARADERS
Your Hit Parade
NBC-TV

HOLDEN, JACK
Jack and Frances
WEAS, Decatur, Ga.

HUFFMAN, JULES
Coffee Time
WSAZ-TV, Huntington, W. Va.

HUGGLER, LYLE
WKBI, St. Marys, Pa.

HUTCH, NITA
WTVN, Columbus, O.

HUTCHINSON, LUCIA
WRBL, Columbus, Ga.

— I —

IVANY, HAROLD
Echoes at Eventide
VOCM, St. John's, Nfld.

— J —

JACKSON, RUDOLPH
Valley Swing Session
KCSB, San Bernardino, Cal.

JESKE, FRED
The Jeske Programs
WNDR, Syracuse, N. Y.

JANE
PICKENS
DRAMATIC SINGING STAR

NBC NETWORK
RCA VICTOR RECORDS

Personal Management
M. GALE
48 W. 48th St., N. Y.

JOHNSON, JUDY
Your Show of Shows
NBC

JOHNSON, MARY JANE
Faultless Starch Time
NBC

JONES, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

JORDAN, FRANK
WFKY, Frankfort, Ky.

JOY, JEANNE
Western Stampede
KOA, Denver, Colo.

— K —

KEAN, HAROLD
Operation Sunshine
WJR, Detroit, Mich.

KELLEY, JUDITH
Stars Over Fall River
WALE, Fall River, Mass.

KENDALL, FRED
Guest House
WJR, Detroit, Mich.

KEYS, CHARLIE
Ladies Matinee
KCBD-TV, Lubbock, Tex.

KING, BILL
King Sings
WTOC, Savannah, Ga.

KINNEY, WENDELL
Patterns in Black and White
KMO, Tacoma, Wash.

KIRSTEN, DOROTHY
Railroad Hour
NBC

KRUEGER, DICK
KXYZ, Houston, Texas

— L —

LA CHANCE, BOB
WHIM, Providence, R. I.

LACHESNAYE, CHOEUR
Folklore
CJFP, Riviere Du Loup, Que.

LALONDE, JEAN
Cocktail Hour
CHLP, Montreal, Que., Can.

LANE, FRANCEY
Morey Amsterdam Show
NBC-TV

LANE, LARRY
Larry Lane Show
KFGO, Fargo, N. D.

LANSON, SNOOKY
Your Hit Parade
NBC-TV

LaROSA, JULIUS
Toast of the Town,
Arthur Godfrey Shows
CBS-TV

LATULIPPE, DON
WJDA, Quincy, Mass.

LAWRENCE, STEVE
Steve Allen Show
NBC-TV

LECLERC, LOUIS
CKCV, Quebec

LEE, PEGGY
B. 1920, Jamestown, N. D.
Colgate Comedy Hour, NBC-TV

LEMKE, DAVE
Songs of the West
KTSM, El Paso, Texas

LESLIE, MARY ANN
Deline Gang
WSYR-TV, Syracuse, N. Y.

LEWIS, NANCY
WFIL, Philadelphia, Pa.

LINN, ROBERT
Cafe Continental
KTLA, Hollywood, Cal.

LONG, GENE
Auction Anctics
WLW-C, Columbus, O.

LOU, MARTY
KODY, North Platte, Neb.

LOVELL, MARILYNN
WWJ, Detroit, Mich.

LYNN, JACKIE
Morning Bandwagon,
Henry & Jackie
WTAM, WNBK, Cleveland, O.

— M —

MacKAY, RENEE
Guest House
WJR, Detroit, Mich.

MACKENZIE, GISELE
Your Hit Parade
NBC-TV

MacRAE, GORDON
Railroad Hour
NBC-TV

McCALL, BECKY
KNEA, Jonesboro, Ark.

McCOY, MARY
KMCO, Conroe, Tex.

McCRITCHIE, BARBARA
Melodies & Money
KGO, San Francisco, Cal.

McDONALD, HOWARD
CKCK, Regina, Sask.

McDOUGAL, EDDIE
Country Capers
WIRL, Peoria, Ill.

ROBERT
MERRILL

RADIO-TV
RCA VICTOR RECORDS
METROPOLITAN OPERA

Personal Management
M. GALE
48 W. 48th St., N. Y.

McGUIRE, MAC
Harmony Ranger
WIP, Philadelphia, Pa.

McGUIRE SISTERS
Arthur Godfrey Shows
CBS-TV

MAIN, EVERETT
Singin' Buckaroo
KLIX, Twn Falls, Idaho

MANN, JOE
Meet Your Neighbor
WDTV, Pittsburgh, Pa.

MARINERS, THE
Arthur Godfrey Shows
CBS-TV

MARLENE, MARLENE
TV WAAMBoree
WAAM, Baltimore, Md.

MARLOWE, MARION
Arthur Godfrey Shows
CBS-TV

MARTIN, HELEN
Breakfast With Bigelows
WJTN, Jamestown, N. Y.

MARTIN, ILLEAN
Albers for You
WLOK-TV, Lima, O.

MARTIN, JEAN
Jerry Lester's Late Date
NBC-TV

MARTIN, TONY
Tony Martin Time
NBC

MARVIN, BOB
Open House
WBNS, Columbus, O.

MASSEY, VERA
Our House
WDSU, New Orleans, La.

MATHEWS, ORVILLE
Slim Mathews Show
KMMO, Marshall, Mo.

MAURET, V.
French Folk Songs
WEVD, N. Y.

MAYO, MARY
ABC

MEIERS, MARY
KCOL, Ft. Collins, Colo.

MERCEDES
KING-TV, Seattle, Wash.

MERRIDEW, REG
WGAR, Cleveland, O.

MERRILL, ROBERT
Encore, NBC; RCA Victor Records, Metropolitan Opera

MILLS, VICKI
Name That Tune
NBC-TV

MILNE, NANCY
WDBJ, Roanoke, Va.

MILTNER, JAY
WNBK, Cleveland, O.

MITCHELL, BOOTS
Boots and Bob
WGEM, Quincy, Ill.

MOLASKEY, EDDIE
Eddie Molaskey Show
KODI, Cody, Wyo.

MORATH, MAX
Shopping Notes
KKTV, Colorado Springs, Colo.

MORELAND, DON
Man on the Farm
Mutual

MORGAN, JAYE P.
Robert Q. Lewis Show
CBS

MORGAN, MARION
Bandstand Revue
KTLA, Hollywood, Cal.

— N —

NADEAU, YVON
CJEM, Edmunston, N. B.

NELSON, GENE
Between Times
KFAM, St. Cloud, Minn.

NOEL, HENRI
The Music Show
DuMont

NOONAN, STANLEY
KCBS, San Francisco, Cal.

NORWOOD, JACK
WTAR-TV, Norfolk, Va.

— O —

O'BRIEN, MARY LOU
Career Girl
KENT, Shreveport, La.

O'DAY, PAT
WHDH, Boston, Mass.

O'HARA, PATTI
WLW, Cincinnati, O.

OLIVER, JEAN
WFAA, Dallas, Tex.

— P —

PAGE, KIKI
Take 10
WBNS, Columbus, Ohio

PAGE, PATTI
Scott Music Hall
NBC-TV

WENDY WAYE

Coral Recording Artist

PALMER, JANIE
WWJ, Detroit, Mich
PARADISO, CARL
Starliters
WGAR, Cleveland, O.
PARKER, FRANK
Arthur Godfrey Shows
CBS-TV
PARKER, MARGE
Marge's Song Shop
KMA, Shenandoah, Iowa
PATTERSON, C. P.
WGTH, Hartford, Conn.
PERKINS, RAY
KFEL, Denver, Colo.
PIATT, JOHN
Buick Circus Hour
NBC-TV
PIAZZA, MARGUERITE
Encore, Your Show of Shows
NBC, NBC-TV

PICKENS, JANE
Jane Pickens Show
NBC
PINZA, EZIO
All Star Revue, Bonino
NBC-TV
POLERI, DAVID
Chicago Theater of the Air
Mutual
PORTER, TONY
WHIL, Medford, Mass.
POWERS, DON
WJAT, Swainsboro, Ga.
PRICHARD, PATTI
KPIX, San Francisco, Cal.
PUDNEY, EARLE
WRGB, Schenectady, N. Y.

— R —

RAYE, RUTH
WTAR-TV, Norfolk, Va.
RAYMOND, NORMA
ABC
RAZOR, JERRY
WTVN, Columbus, O.
REED, CAROL
Rain or Shine
WCBS, New York, N. Y.
REYNOLDS, BRAD
KGW, Portland, Ore.
RICHARDS, ERNIE
Songs at Twilight
WMMT, McMinnville, Tenn.
RICHMOND, BOB
Marling Show
WREN, Topeka, Kan.
RIDDLE, GEORGIE
Georgie Riddle Show
WBAT, Marion, Ind.
RIHL, MARY K.
Once Upon a Time
WITV, Ft. Lauderdale, Fla.
ROBINS, GEORGE
WEBR, Buffalo, N. Y.
RODDA, WALT
Ranch House
WKAT, Miami Beach, Fla.
ROECKER, EDDIE
WFIL, Philadelphia, Pa.
ROESNER, GEORGE
Farm Front
KTRH, Houston, Texas
ROGERS, DOLORES
WPFA, Pensacola, Fla.
RUSSELL, JACK
Your Show of Shows
NBC-TV
RUTH, VIOLA
Viola Ruth Sings
KAYS, Hays, Kans.
RHYTHM PALS
CKWX, Vancouver, B. C.

— S —

SCHMITZ SISTERS
WPBC, Minneapolis, Minn.
SELF, JIMMY DEAN
KICA, Clovis, N. M.
SHELTON, LORRAINE
Every Little Moment
WITV, Ft. Lauderdale, Fla.
SHORE, DINAH
The Dinah Shore Show
NBC, NBC-TV
SIMMS, LU ANN
Arthur Godfrey Shows
CBS-TV
SKOK, ELEANOR
Serenade in the Night
KGA, Spokane, Wash.
SNOW, SPENCER
KERG, Eugene, Ore.
SONGSTERS QUARTET
KRHD, Duncan, Okla.
SOUTHERN GOSPEL QUARTET
WLET, Toccoa, Ga.
SPELMAN, MARIAN
WLW, Cincinnati, O.
STALKER, KAY
Breakfast Frolic
KFH, Wichita, Kan.
STARR, ROCKY
Western Stampede
KOA, Denver, Colo.
STEWART, CLAIRE
Money Man Program
WFAA, Dallas, Texas
STEWART, JAN
KNUZ-TV, Houston, Texas
STEWART, SANDY
Kovacs Unlimited
WCBS, New York, N. Y.
STEVENS, GARRY
TV Showcase
WRGB, Schenectady, N. Y.
STOVER, JAMES A.
ABC
STRACKE, WIN
Animal Playtime
WNBQ, Chicago, Ill.
SUITS, GORDON
Suits Song Shop
KGNC, Amarillo, Texas
SWANN, JIMMY
Jimmy's Jamboree
WHSY, Hattiesburg, Miss.
SWANSON, BYRON
Serenade in the Night
KGA, Spokane, Wash.
SWERER, BOB
KCOL, Ft. Collins, Colo.

— T —

TALLEY, JOHN
Melody Trio
WYVE, Wytheville, Va.
TALLY, RUTH
Lonesome Sweetheart
WRHC, Jacksonville, Fla.
TAYLOR, BETTY
KHJ, Los Angeles, Cal.
TAYLOR, DARRELL
Music for Inspiration
KFDX-TV, Wichita Falls, Tex.
TAYLOR, MORRIS
Western Roundup
KMOR, Oroville, Cal.
TAYLOR, WAYNE
KTVQ, Oklahoma City, Okla.
TEAGUE, NANCY
KCBD-TV, Lubbock, Tex.
TENNY SISTERS
Welcome Ranch
Mutual
TEXAS BUCKAROOS
WICH, Norwich, Conn.
THERIOT, AL
Roundup
KVOL, Lafayette, La.
THOMASON, JIMMY
KAFY, Bakersfield, Cal.
TRAIL HERDERS
The Trail Herders
WKNB, New Britain, Conn.
TANNER, PAT
The Record Shop
KMPT, Oklahoma City, Okla.
TUREK, BEVERLY
Beverly Sings
WFAU, Augusta, Me.

— V —

VALLI, JUNE
Your Hit Parade
NBC-TV
VAN, JACKIE
The Music Show
DuMont
VAN ARSDALE, EILEEN
Beantown Varieties
WEEI, Boston, Mass.
VANDERBILT, EILEEN
Song By Eileen
WPLA, Plant City, Fla.
VAUGHAN, DENNY
CFRB, Toronto, Ont.
VERDI, LOU
Like Magic
WGAY, Silver Spring, Md.

— W —

WAGNER, ANN
WFBM, Indianapolis, Ind.
WAGONER, PORTER
KWTO, Springfield, O.

WAKELY, JIMMY
West Coast—CBS Radio
Coral Records
WALLS, VIVAN
Songs From the Heart
KFDA, Amarillo, Texas
WARD, RUTH
WSIC, Charlotte, S. C.
WARENSKJOLD, DOROTHY
Railroad Hour
NBC
WARNER, ELEANORE
The Music Show
DuMont
WARREN, DOC
KWFT-TV, Wichita Falls, Tex.
WATSON, DOLORES
WSM, Nashville, Tenn.

WAYE, WENDY
Coral Records
WAYNE, RICK
Matinee
WTVE, Elmira, N. Y.
WEBB, CARL
WLOE, Leaksville, N. C.
WEBER, HARRY
KMOX, St. Louis, Mo.
WEISS, DICK
The Minute Man
WFDF, Flint, Mich.
WESSELS, MAX H.
Continental Favorites
WWRL, New York, N. Y.

WILLIAMS, BILLY
B. Dec. 28, 1915, Waco, Texas
Your Show of Shows, NBC-TV
WILLIAMS, BILLY QUARTET
Your Show of Shows
NBC-TV
WILLIAMS, EDDIE
KDAL, Duluth, Minn.
WOODS, DOROTHY
WHGB, Harrisburg, Pa.
WORKMAN, DICK
Deline Gang
WSYR-TV, Syracuse, N. Y.
WRIGHT, NYLA
Club 1300
WFBR, Baltimore, Md.

— Y —

YATES, GLORIA
KTVQ, Oklahoma City, Okla.

TELEVISION LIFE MAGAZINE

JANUARY 1954

After 19 years at NBC, Bill Stern made headlines by suddenly switching to ABC. The top sports commentator moved trophies, portable recorder, and Inga (secretary)—despite the year left on his NBC contract. What's more, Bill had just been wooed & won by a new sponsor. The question making the rounds was: *Why did he hand over this lucrative setup to ABC instead of NBC?* The inside story is that Bill was not happy at NBC—hadn't been for several years. He felt that he was being wasted. Furthermore, he was obliged to slant his sports news. The same Stern who'd reached the top by way of fresh, hot news—plus a resonant voice and diction that left no doubt as to *who* was on first. The taboos and pressures from within inevitably resulted in stale news items. There was also the rule of eternal praise for the Yankees, right or wrong. Stern's not anti-anything. He simply feels that there are several worthy ball clubs. As an impartial reporter who likes to do his work in his own way, Bill did the only thing possible—he opened the nearest door, and walked out. . . .

THANKS

TELEVISION LIFE MAGAZINE

and

RADIO-TELEVISION EDITORS

Bill Stern

SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1953

☆

— A —

ABLEMAN, BERWYN
WPDR, Portage, Wisc.
ACHOR, DAVE
Sportsman
WBEX, Chillicothe, O.
ACKERMAN, AL
Sports Notebook
WHTC, Holland, Mich.
ADAMS, TONY
Sports Tonite
WCAX, Burlington, Vt.
ADELSON, JIM
Today in Sports
KCJB, Minot, N. D.
AGRESTA, PHIL
WBT, Charlotte, N. C.
ALAN, MARC
WMFS, Chattanooga, Tenn.
ALBERTS, MAL
KPUG, Bellingham, Wash.
ALDRIDGE, MAHLON R.
Sports Page
KFRU, Columbia, Miss.
ALLAN, STAN
WPAC, Patchogue, N. Y.

ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala. N. Y. Yankees Baseball, WPIX, WINS; World Series, NBC-TV; Rose Bowl, NBC-TV; Major League All Star Game, NBC-TV; NCAA College Football, NBC-TV; White Owl Sports Spot, CBS-TV; Sports Daily, NBC

ALLEN, STEVE
Sports Parade
KICD, Spencer, Iowa
AMBROSE, JOHNNY
Speaking of Sports
WTAG, Worcester, Mass.
ANDERSON, ALLEN
WASA, Havre de Grace, Md.
ANDERSON, ANDY
Sports Highlights
WHSY, Hattiesburg, Miss.
ANDERSON, DICK
WEOA, Evansville, Ind.
ANDERSON, KIRK
WFGM, Fitchburg, Mass.
ANDERSON, TOM
Sports Roundup
WGEZ, Beloit, Wisc.
ANTHONY, GEORGE
Sports Parade
WOND, Pleasantville, N. J.
ARKISON, JIM
Sports Beat
WALE, Fall River, Mass.
ARO, SAM
WPIX, N. Y. C., N. Y.
ARROYO, VICTOR
WKVM, San Juan, P. R.
ARTHUR, DON
Sports Edition
WDUZ, Green Bay, Wisc.
ARTHUR, FRANK
KSAN-TV, San Francisco, Cal.
ARTHUR, HARRY
Sports Whirl
KNOE, Monroe, La.
ASHLEY, ERNIE
WOWO, Ft. Wayne, Ind.
ATWOOD, TED
The Sportspage
WCNT, Centralia, Ill.

— B —

BABB, HUGH WEBSTER, JR.
WPOR, Portland, Maine
BAGLI, GUY
WALT, Tampa, Fla.
BAILEY, CHARLIE
WEBR, Buffalo, N. Y.
BAIR, PAUL
WEOA, Evansville, Ind.
BAKER, BILL
WMIK, Middlesboro, Ky.
BAKER, DICK
Sports Time
WSAI, Cincinnati, O.
BAKER, NELSON
Melody Scoreboard
WFBR, Baltimore, Md.
BAKER, PAUL
Good Morning Sports
WLAD, Danbury, Conn.
BALDING, CHUCK
WOAY, Oak Hill, W. Va.
BALDWIN, BILL
KRNR, Roseburg, Ore.
BALDWIN, KEN
WCOS, Columbia, S. C.
BALLARD, CHARLES
WHAW, Winston, W. Va.
BALTER, SAM
KLAC, Los Angeles, Cal.
BARBER, RED
Football Roundup,
Senior Bowl Game
CBS
BARRON, RUSS
Down the Line
WKLV, Blackstone, Me.
BARRUS, GABBY
Sports Report
KODI, Cody, Wyo.
BARRY, DONALD J.
WIKE, Newport, Vt.
BARRY, KEITH
Fanfare
CHNS, Halifax, N. S.
BARRY, NORMAN
Let's Look at Sports
WNBQ, Chicago, Ill.
BARTON, DALE
Sports Parade
KCIM, Carroll, Iowa
BATES, JACK
KFOR, Lincoln, Nebr.
BATES, MARVIN
WGBF, Evansville, Ind.
BATES, ROY
WWST, Wooster, O.
BEARD, CHARLIE
KDNT, Denton, Texas
BEATTY, ROSS
WLOL, Minneapolis, Minn.
BEAUMONT, JOE
WBHB, Fitzgerald, Ga.
BECKER, HARRY
KCLS, Flagstaff, Ariz.
BECKNER, ART
WKBV, Richmond, Ind.
BEHAN, DENNIS
World of Sports
KLMR, Lamar, Colo.
BELCHER, ROD
KOL, Seattle, Wash.
BELL, GABBY
WILD, Birmingham, Ala.
BELL, MONTE
KADA, Ada, Okla.

BELOTE, WILLARD
WGAF, Valdosta, Ga.
BENDER, BOB
Bob Bender's Sport Show
WGY, Schenectady, N. Y.
ENDER, TOM
WTMA, Charleston, S. C.
BENINGTON, L. H.
KMPT, Oklahoma City, Okla.
BENNETT, DON G.
KREW, Sunnyside, Texas
BENNETT, ELDEAN
KSL, Salt Lake City, Utah
BERONIO, DAVE
What Do You Know About Sports
KVON, Napa, Cal.
BERRILL, LARRY
KBIG, Avalon, Cal.
BERRYMAN, EDWARD
Sports Roundup
WBBC, Flint, Mich.
BIRD, BUD
Bird's Eye on Sports
KISD, Sioux Falls, S. D.
BIRLEFFI, LARRY
KFBC-TV, Cheyenne, Wyo.
BISHOP, HAROLD
WCCM, Lawrence, Mass.
BITTERMAN, JACK
WABB, Mobile, Ala.
BIVENS, CHARLES
WMOZ, Mobile, Ala.
BLACK, JIM
Quarterback Club
KCBD-TV, Lubbock, Tex.
BLACK, MARTIN
KRANM, Las Vegas, Nev.
BLACKBURN, BOB
KEX, Portland, O.
BLAINE, GENE
Today's Games
WGST, Atlanta, Ga.
BLATTNER, BUDDY
Baseball
ABC-TV
BLESSEY, EARL B.
WVMI, Biloxi, Miss.
BLUE, IRA
KNBC, S. R., Cal.
BLUM, BOB
KEEN, San Jose, Cal.
BODA, LOU
WMBH, Joplin, Mo.
BODIE, ARMOND
WSOC, Charlotte, S. C.
BODNEY, AL
KDSH, Boise, Idaho
BOGGESS, JOHN
Sports Revue
WLAG, Lagrange, Ga.
BOLAND, JOE
WSBT, South Bend, Ind.
BOND, LYLE
KHJ, Los Angeles, Cal.
BONNELL, GEORGE
WIHL, Hammond, La.
BOUTON, ED
WKTV, Utica, N. Y.
BOWMAN, DON
WIOD, Miami, Fla.
BOYD, DON
WCLO, Janesville, Wisc.
BOYER, JOHNNY
KDKA, Pittsburgh, Pa.

BUD PALMER

"Palmer has developed into one of our very finest sports announcers . . ."
CUE

"Pre-game coverage was excellently handled by Bud Palmer" VARIETY

Press Box Preview (Oldsmobile)—NBC-TV—Sat. Afternoons
"It Happened in Sports"—NBC-TV, 10:45-11 P. M. Tuesdays
National Tennis Championships—NBC-TV
Today—NBC-TV
Sports Final—WNBT
Madison Square Garden—WPIX:
Hockey, Basketball, Westminster Dog Show,
National Horse Show

1953

Personal Management: **LESTER LEWIS ASSOCIATES**
11 East 48th Street, New York 17 PLaza 3-5083

BRADLEY, JACK
Sports Almanac
WSAZ-TV, Huntington, W. Va.
BRADWAY, HARRY
WASK, Lafayette, Ind.
BRADY, BILL
WPRC, Lincoln, Ill.
BRANSON, TODD
Sportshow
WWCA, Gary, Ind.
BRAY, DICK
WCKY, Cinn., O.
BREEN, GORDON
Big Time In Sports
CKTS, Sherbrooke, Que.
BRENGEL, BILL
WWL, New Orleans, La.
BRENT, LARRY
Sports Parade
WAJF, Decatur, Ala.
BRETAG, JERRY
WLPO, La Salle, Ill.
BRICKHOUSE, JACK
All-Star Game, NBC-TV
BRISCOE, WALLY
KCLA, Pine Bluff, Ark.
BRITT, JIM
B. April 11, 1910, San Francisco, Cal. Sports Final, NBC-TV; Dumont Pro Football, Dumont; Jim Britt's Sports Reports, ABC
BRITTON, JACK
KTRN, Wichita Falls, Texas
BROCK, ART
WVEC-TV, Hampton, Va.
BROCKHAM, CHARLES
Kingam's Klubhouse
WIRE, Indianapolis, Ind.
BRODY, STEVE
KJNO, Juneau, Alaska
BROOKS, BOB
KCRI, Cedar Rapids, Iowa
BROWN, BILL
WBTA, Batavia, N. Y.
BROWN, BOB
WAYS, Charlotte, N. C.
BROWN, CHARLES N.
WKOZ, Kosciusko, Miss.
BROWN, DON
KWFT-TV, Wichita Falls, Tex.
BROWN, GLENN
KVET, Austin, Texas
BROWN, HANK
KGNC, Amarillo, Texas
BROWN, MORGAN M.
WIKE, Newport, Vermont
BROWN, R. FRED
WLOS, Asheville, N. C.
BROWN, ROBERT
WSBT, South Bend, Ind.
BROWNE, LANCE
CHVC, Niagara Falls and Welland, Ontario
BRYSON, GEORGE
KYNO, Fresno, Cal.
BUCKLE, BOB
Sports Fare
WRDW, Augusta, Ga.
BUDGE, DON
National Tennis Championships
NBC-TV
BULLETT, BUCKY
WMNB, North Adams, Mass.
BURGESS, SMOKEY
Sports Report
WGBA, Columbus, Georgia
BURICK, SI
Sports With Burick
WHIO, Dayton, O.
BURNES, BOB
KMOX, St. Louis, Mo.
BYER, HAL
Sports Slants
KWIL, Albany, Ore.
BYERS, WAYNE
Panorama Of Sports
WATG, Ashland, Ohio

— C —

CAIN, DOYLE
Sports Roundup
KFXD, Nanpa, Idaho
CALLIGAN, BOB
WSDR, Sterling, Ill.
CAMMAROTA, ED
WEEU, Reading, Pa.
CAMPBELL, BUD
WIND, Chicago, Ill.
CAMPBELL, JACK
KFBI, Wichita, Kansas
CAMPBELL, JOHN T.
Coaches Corner
KXLL, Missoula, Mont.
CAMPBELL, NEENIE
WMCK, McKeesport, Pa.
CAMPFREDA, NICK
WAAM, Baltimore, Md.
CANE, LENNY
WENT, Gloversville, N. Y.
CAPOSSELA, FRED
Gillette Racing Series
NBC-TV
CARIKER, KEN
KDUB, Lubbock, Texas
CARNEAL, HERB
KYW, Phila., Pa.
CARNEGIE, TOM
WFBM, Indianapolis, Ind.
CARPENTER, JOHN
KOIN, Portland, Ore.
CARR, GEORGE
WFEB, Sylacauga, Ala.
CARR, LARRY
WNCT, Greenville, N. C.
CARTER, CAL
KAMD, Camden, Ark.
CASH, AL
WCPM, Cumberland, Ky.
CASPER, TEE
KCUL, Ft. Worth, Tex.
CASTENEDA, LES
KNGS, Hanford, Cal.
CASTLE, CLYDE
WFIE, Evansville, Ind.
CAULEY, AL
Sports Final
CJAD, Montreal, Canada
CHALMERS, JIM
Speaking For Sports
WEIM, Fitchburg, Mass.
CHAMES, NICK
Sports Reel
KMOR, Oroville, Cal.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARLES, BERT
WVKO, Columbus, O.
CHARLES, DICK
WMTV, Omaha, Neb.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHASE, HOWARD
WWOR, Worcester, Mass.
CHRISTIAN, CHARLIE
KTOP, Topeka, Kan.
CHRISTIAN, GUY
KSBW, Salinas, Cal.
CIRALDO, AL
Sports Column
WGLS, Decatur, Ga.
CLAHAN, JOHN
Marin Sports
KTIM, San Rafael, Cal.
CLAPPER, KEN
WRTA, Altoona, Pa.
CLARK, BILL
Sports Page
KBTA, Batesville, Ark.
CLARK, CHRIS
In the Sportlight
WBSM, New Bedford, Mass.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CLEMENTS, JOE
KLIX, Tiwn Falls, Idaho
CLIFRO, CHARLIE
KRKD, Los Angeles, Cal.
CLOSE, BILL
KOY, Phoenix, Arizona
COBURN, HUGH
WRBL, Columbus, Ga.
COLBY, LEN
WKZO-TV, Kalamazoo, Mich.
COLE, DON
KCCX, Sidney, Montana
COLEMAN, KEN
"Cleveland Browns"
WTAM, Cleveland, Ohio
COLES, ED
Sports Roundup
WTIK, Durham, N. C.
COLEY, HAL
Sports Roundup
KMCO, Conroe, Tex.
COLKITT, JERRY
KALE, Richland, Wash.
COLLARD, RENE
CKCV, Quebec
COLLINS, JOE
KGNC, Amarillo, Texas
COLLINS, SID
Fox's Den
WIBC, Indianapolis, Ind.
COLON, JACK
KCOY, Santa Maria, Cal.
COLTHORPE, LLOYD
CHAT, Medicine Hat, Alta.
COLTON, LARRY
In This Corner
WGUY, Bangor, Maine
CONRAD, STEVE
WAPO, Chattanooga, Tenn
COOK, BOE
KICA, Clovis, N. M.
COOK, DICK
WMPS, Memphis, Tenn.
CORBIN, LOU
WFBR, Baltimore, Md.
CORLEY, BILL
WBNS, Columbus, O.
CORNISH, W. C.
WGAN, Portland, Maine
COSSITER, DON
WFBG, Altoona, Pa.
COUPPEE, AL
KRNT, Des Moines, Iowa
COWELL, ED
WCYB, Bristol, Va.
CREAGER, MACK
KRMG, Tulsa, Okla.
CREWS, BILL
WTAD, Quincy, Ill.
CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.
CRUM, JIM
WLW-C, Columbus, O.
CUMMINS, JACK
WTVJ, Miami, Fla.
CUMMINS, TAIT
WMT-TV, Cedar Rapids, Ia.
CURLEE, DICK
WSIC, Charlotte, S. C.
CURRY, ERNEST "BUTCH"
Big Town Sports
WMRY, New Orleans, La.
CURTIS, BOB
KCLX, Calfax, Wash.
CUSICK, FRED
WEEI, Boston, Mass.

Guy Le Bow

SPORTS ANNOUNCER — MC — NARRATOR

TV — RADIO — PICTURES

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— D —

D'ACCARDO, GENE
KMOD, Modesto, Cal.
DODAY, JOHNNY
WGPA, Bethlehem, Pa.
DAHL, DON
On the Sidelines
KDAL, Duluth, Minn.
DAIL, ROLLIE
Spotlight On Sports
KAUS, Austin, Minn.
DALE, JACK
KFYO, Lubbock, Tex.
DANES, SPENCER
WKBV, Richmond, Ind.
DARLAND, BILL
Sports Review
KELD, El Dorado, Ark.
DAVENPORT, EDDIE
Sports Review
WWPB, Miami, Fla.
DAVIDSON, AL
CFPA, Port Arthur, Ont.
DAVIES, BOB
KMYR, Denver, Colo.
DAVIS, DICK
WKNX, Saginaw City, Mich.
DAVIS, HANK
Sports Parade
KFDX-TV, Wichita Falls, Tex.
DAVIS, JEFF
WDAK, Columbus, Ga.
DAVIS, JERRY
KGBX, Springfield, Mo.
DAVIS, LEN
Sports Eye
WGL, Ft. Wayne, Ind.
DAVIS, LES
KVTV, Sioux City, Iowa
DAWSON, BUD
WQUA, Moline, Ill.
DEAN, DIZZY
Baseball
ABC-TV
DECKER, TOM
Sports Journal
WNEB, Worcester, Mass.
deFOREST, ED
KOY-TV, Phoenix, Ariz.
DELANEY, BOB
Inside Story on Sports
WHDN, Boston, Mass.
DELESAGE, JOHNNY
WJAT, Swainsboro, Ga.
DENSON, JIM
WBMD, Baltimore, Md.
DENTON, BILL
KPQ, Wenatchee, Wash.
DERR, JOHN
John Derr's Scoreboard
CBS
De VICTOR, MARTY
WBNS, Columbus, O.
DEWITT, DEWEY
Geigy Sportscast
WABM, Houlton, Maine
DIAB, GEORGE
Ohio Valley Sports Reel
WTRF, Bellaire, Ohio
DIAZ, JOSE R.
Deportivas
WIAC, San Juan, P. R.
DIEHL, BILL
WTOV, Norfolk, Va.
DIGESU, FRED
Sports Mike
WHBS, Huntsville, Ala.
DIHLMANN, HANK
KROS, Clinton, Iowa
DILLON, EUGENE
WCMW, Canton, O.
DILLON, FRED
Sports Review
WCMA, Corinth, Miss.
DILLON, GENE
WCMW, Canton, Ohio
DILLON, LENNY
WFAS, White Plains, N. Y.
DINATALE, JOE
KODY, North Platte, Neb.
DITTERT, ED
KRIC, Beaumont, Texas
DOHL, PAUL
Speaking Of Sports
WCHN, Norwich, N. Y.
DOLAN, FRANK
All Outdoors
WKOP, Binghamton, N. Y.
DOMMER, WM.
Time In For Sports
SONW, Defiance, O.
DONLEY, "RED"
Let's Talk Sports
WSTV, Steubenville, O.
DOOLEY, TED
KVCV, Redding, Cal.
DOUGLAS, GEORGE
WDSR, Lake City, Fla.
DOUGLAS, WAYNE
KOCA, Kilgore, Texas
DRAPER, LARRY
Sports Quarter
WSIP, Paintsville, Ky.
DREES, JACK
Drees On Sports
WJJD, Chicago, Ill.
DRILLING, JOE
KJEO, Fresno, Cal.
DROELLE, GEORGE P.
WCLI, Corning, N. Y.
DRURY, DICK
Sports Spotlight
WMAN, Mansfield, O.
DUFFY, GEORGE P.
WICE, Prov., R. I.
DUGAS, PAUL
WABI, Bangor, Maine
DUITSMAN, DOUG
Sports Scoreboard
KGMB-TV, Honolulu, T. H.
DUNBAR, WALT
WBET, Brockton, Mass.
DUNPHY, DON
Football
DYER, BRAVEN
Rose Bowl
NBC
DYER, JOHN
Sports Final
KSTV, Stephenville, Tex.

— E —

EATON, TOM
WREB, Holyoke, Mass.
EDGAR, GEORGE A.
KLAN, Renton, Wash.
EDWARDS, NORMAN
KSTL, St. Louis, Mo.
EGAN, LEO
All About Sports
WBZ, Boston, Mass.
EISENHAUER, GEORGE
Sports Final
WDTV, Pittsburgh, Pa.
ELLIOT, WIN
Gillette Racing Series
NBC-TV
ELLIOTT, BILL
KROY, Sacramento, Cal.
ELLIS, STEVE
WFTL, Ft. Lauderdale, Fla.
ELSTON, BOB
Bob Elston Sports
KIOA, Des Moines, Iowa
ENGELBRETSEN, HAL
Sports Roundup
KGYW, Vallejo, Cal.
ENNIS, JIM
KRKO, Everett, Wash.
ENROTH, DICK
WLOL, Minneapolis, Minn.
ERDMANN, JAKE
Sports Special
WRAC, Racine, Wisc.
ERDOSSY, WILLIAM
WHP-TV, Harrisburg, Pa.
ERLICH, GEORGE
WHAY, New Britain, Conn.
ERVIN, BILL
Sports Special
KARE, Atchison, Kan.
ERVIN, PUSS
KCNL, Fort Worth, Tex.
ETCHISON, HUB
WKBV, Richmond, Ind.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, STAN
KYOS, Merced, Cal.
EYRE, ALFRED
WTOR, Torrington, Conn.

— F —

FALKENSTEIN, MAX
Speaking of Sports
WREN, Topeka, Kan.
FALLERT, RALPH
WCAE, Pitts., Pa.
FALLON, FRANK
WMEX, Boston, Mass.
FALLON, FRANK
KWTX, Waco, Texas
FANTASIA, JACK
WJPB, Fairmont, W. Va.
FARKAS, CHARLES W.
KBKI, Alice, Texas
FARRINGTON, FRANK
Farrington Sports
KFAM, St. Cloud, Minn.
FARRIOR, BILL
WIAM, Williamston, N. C.
FARRIS, JOE
WGKV, Charleston, W. Va.
FAUCHER, RALPH
WTAQ, Lagrange, Ill.
FAULCONER, J. B.
WLAP, Lexington, Ky.
FAY, BILL
Football
ABC
FAY, HAINES
Sports of Day
KVOS, Bellingham, Wash.
FEILD, BILL
Sport Spotlight
KERV, Kerrville, Tex.
FELDMAN, IRWIN
WBIP, Booneville, Miss.
FENNER, LOWELL, JR.
Sports Review
WBLJ, Dalton, Ga.
FERRIS, JACK
WSDR, Sterling, Ill.
FINCH, HOWARD K.
Sports Column
WJIM, Lansing, Mich.
FINEGAN, JAMES R.
WHAS, Louisville, Ky.
FINLAYSON, JACK
KRDO, Colorado Spgs., Colo.
FINNEGAN, BOB
Fights, Football
ABC
FISER, JACK
Sports Final
KWKH, Shreveport, La.
FISHER, CARL
CKSF, Cornwall, Ontario
FISHER, HANK
WEEK, Peoria, Ill.
FISHER, JACK
WPRS, Paris, Ill.

FITZGERALD, LARRY
KRBC, Abilene, Texas
FLAHERTY, RAY
KNEW, Spokane, Wash.
FLEMING, BILL
WWJ, Detroit, Mich.
FLETCHER, ELBIE
WBZ, Boston, Mass.
FLETCHER, RAY
WEHT, Henderson, Ky.
FLORA, EARL
WBNS, Columbus, Ohio
FLOWER, EM.
Sports Review
WBAT, Marion, Ind.
FLYNN, JERRY
WBBF, Rochester, N. Y.
FOLEY, TOM
Sports At Six
CFRA, Ottawa, Ont.
FORSYTHE, GRANT
CFOR, Orillia, Ont.
FOSTER, LLOYD
Hi Lites in Sports
WFNC, Fayetteville, N. C.
FOUTS, BOB
KGO, S. F., Cal.
FOX, BILL
Fox's Den
WIBC, Indianapolis, Ind.
FRANKLIN, WARREN
WTVB, Coldwater, Michigan
FREEMAN, HARRY
KFSA, Ft. Smith, Ark.
FRENCH, BOB
WVSC, Somerset, Pa.
FRENCH, JACK
KNOX, Grand Forks, N. D.
FREZZA, AL
Sports Digest
WHIL, Medford, Mass.
FRICKE, ROGER
Sports Parade
WBIW, Bedford, Ind.
FRINK, BILL
WIMA, Lima, O.
FROH, DAVE
Sports Reporter
WILS, Lansing, Mich.
FULTON, BOB
WNOK, Columbia, S. C.

— G —

GAINES, JERRY
WHAT, Phil., Pa.
GANN, HAROLD
KRDU, Dinuba, Cal.
GANNON, BILL
WHK, Cleveland, Ohio
GARDNER, BILL
WWOA, Williamsport, Pa.
GARDNER, DON
WKBN-TV, Youngstown, O.
GARDNER, JACK
KSL-TV, Salt Lake City, Utah
GARNES, CLARENCE
Spotlight On Sports
WSAV, Savannah, Ga.
GARRIOCK, TOMMY
Sports Roundup
CKTB, St. Catherines, Ont.
GARRITY, VINCE
Sports Review
WAAF, Chicago, Ill.
GAUCHET, GORDON
Sports
WNLK, Norwalk, Conn.
GEAGAN, BILL
The Great Outdoors
WLBZ, Bangor, Maine
GEORGE, STEVE
KGMS, Sacramento, Cal.
GEORGE, TONY
KOME, Tulsa, Okla.
GIBBONS, JIM
WMAL-TV, Washington, D. C.
GIBBS, FRANK
KEXO, Grand Junction, Colo.
GIGUERE, REAL
CHLP, Montreal, Que.
GILBERT, GLEN
KSID, Sidney, Neb.
GILCHRIST, BASIL
WGAD, Gadsden, Ala.
GILLESPIE, EARL
WEMP, Milwaukee, Wisc.
GILMORE, ROBERT
WCPO, Cincinnati, O.
GLEASON, JIM
WNBH, New Bedford, Mass.
GLEESON, ART
Game Of The Week
Mutual
GLICKMAN, MARTY
Quarterback Huddle
WABD, New York
WMGM, N. Y.
GOODING, RALPH
WRFW, Eau Claire, Wis.
GOODRICH, BILL
WORD, Spartanburg, S. C.
GORDON, JAMES
Twin View Of Sports
WNDR, Syracuse, N. Y.
GOUDH, GLENN
WMSA, Massena, N. Y.
GOVE, DICK
WLAM, Lewiston, Maine
GOWDY, CURT
Football, Football Roundup
NBC
GOYETTE, GILLES
CHEF, Granby, Que.
GRAHAM, BILL
Sports Hilites
WAZL, Hazleton, Pa.
GRANER, JIM
WJW, Cleveland, O.
GRANGE, RED
Football
ABC-TV
GRAS, HAROLD W., JR.
KVOA, Tucson, Arizona
GREEN, JOHNNY
KPHO, Phoenix, Arizona
GREENWOOD, KEN
KFOR, Lincoln, Nebraska

GREGSON, JACK DANA
B. July 14, 1915, Spokane, Wash.
Jack's Place, ABC; Saturday Night Fights, ABC-TV

GREHAN, JIM
WLNA, Peekskill, N. Y.
GRIFFIN, WAYNE
Wrestling
ABC
GRIFFITHS, BILL
WELM, Elmira, N. Y.
GRIFFITHS, DAVE
Sportsreel Of The Air
WARM, Scranton, Pa.
GRIMBERG, WARREN
KAST, Astoria, Oregon
GRIMES, WM.
Today In Sports
WKJF-TV, Pittsburgh, Pa.
GRISWOLD, ROGER
Headlines in Sports
WCAO, Baltimore, Md.
GROSS, DON
KFSB, Joplin, Mo.
GROVE, BOB
WMBG, Richmond, Va.
GUERRA, EUGENIO
WKVM, San Juan, P. R.
GUINAN, JACK
Athlete of Week
WQAN, Scranton, Pa.
GUNDAKER, EDWARD
Let's Talk Sports
WHP-TV, Harrisburg, Pa.
GUOKAS, MATT
WPEN, Phil., Pa.
GUYMAN, BILL
KPIX, S. F., Cal.

— H —

HALE, S. B.
KWEI, Weiser, Idaho
HALL, DONALD W.
WSSV, Petersburg, Va.
HALL, ED
Speaking of Sports
KHUB, Watsonville, Cal.
HALL, HALSEY
Time Out for Sports
WCCO, Minneapolis, Minn.
HAMILTON, ED
KRUS, Ruston, La.
HAMILTON, MILO
WTVI, Belleville, Ill.
HAMLIN, TOM
Sport's Eye
WLOK-TV, Lima, O.
HANCOCK, ROSS
WNDB, Daytona Beach, Fla.
HANEY, BOB
WSFC, Somerset, Ky.
HANLEY, DON
Sports Finals
KFEQ, St. Joseph, Mo.
HANNA, BUD
KHSL, Chico, Cal.
HANSEN, BILL
KCOL, Fort Collins, Colo.
HANSEN, CARROLL
KCBS, San Francisco, Cal.
HANSON, HARLEY
KOTA, Rapid City, S. D.
HANSSEN, THOMAS R.
Sports Today
WMGR, Bainbridge, Ga.
HANSSON, PETER
Sports Final
WJOC, Jamestown, N. Y.
HARBISON, SHELBY T.
WTAX, Springfield, Ill.
HARDAWAY, JOHN
KSEL, Pocatello, Idaho
HARDING, JIM
Hi School Hilites
WDAK, Columbus, Ga.
HARGITT, REX
WSTR, Sturgis, Mich.
HARLING, HUGH
Sports Review
San Luis Obispo, Cal.
HARMON, PAT
WCPO-TV, Cincinnati, O.
HARMON, TOM
Rose Bowl
NBC-TV
HARPER, BILL
CKNB, Campbellton, N. B.
HARPER, BOB
KGNO, Dodge City, Kan.
HARRIS, HAL
WLAU, Laurel, Miss.
HARRISON, CHARLES H.
Sports Review
KBOA, Kennett, Mo.
HARRISON, JACK
Sportlites
WLAV, Grand Rapids, Mich.
HART, HAL
Hart of Sports
WOC, Davenport, Iowa
HARTMAN, ROME
Sportscope
WIRK, W. Palm Beach, Fla.
HASEL, JOE
Football, Football Round-Up, All-American Sports Show
NBC

HASSE, WARREN
KPDN, Pampa, Texas
HATHAWAY, GENE
Sports Spotlite
WKBZ, Muskegon, Mich.
HAUGHEE, JOHN
Sports Review
WPIC, Lake Wales, Fla.
HAWKINS, VERN
Sports Spotlight
KWTO, Springfield, Mo.
HAYDEN, JIM
Sports Spotlight
KSRV, Ontario, Ore.
HAYES, GAYLE
KTSA, San Antonio, Texas
HAYNES, JERRY
WFAA, Dallas, Texas
HEALY, CHUCK
WBEN, Buffalo, N. Y.
HEALY, DAN
WMGT, Adams, Mass.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEARN, F. D.
WEEK, Peoria, Ill.
HEILNER, VAN CAMPEN
Rod and Gun Club
Mutual
HEISS, BOB
WTMJ, Milwaukee, Wisc.
HELFER, AL
Al Helfer Sports Show
Mutual
HENDRYX, GENE
KVLF, Alpine, Texas
HENRICH, TOMMY
WCBS, N. Y., N. Y.
HENRIKSON, LES
World of Sports
WAGA, Atlanta, Ga.
HENRY, RON
CKRD, Red Deer, Alta.

HERMANN, CLEVE
Trophy Room
KNBH
HEWEY, IRA I.
Spotlighting the Sportlight
WHAI, Greenfield, Mass.
HICKERSON, EARL
KRES, St. Joseph, Mo.
HICKS, FRANK
WHBF, Rock Island, Ill.
HILL, DON
WKLO, Louisville, Ky.
HILL, DON
Red Bird Baseball
WHKC, Columbus, O.
HILL, EDDIE
WRR, Dallas, Texas
HILL, HUGH
WJOB, Hammond, Ind.
HILL, JOE
WTVN, Columbus, O.
HINKLE, CHARLIE
Sports Diary
WHIO, Dayton, O.
HODGES, RUSS
Scoreboard, Sports Daily
NBC-TV, NBC
HOFF, PAUL
KTIL, Tillamook, Ore.
HOGAN, BILL
WEWO, Lauringburg, N. C.
HOPKINS, GEORGE
Rod & Gun Club
KVAN, Vancouver, Wash.
HORSTMAN, BOB
You and Conservation
KFEQ, St. Joseph, Mo.
HOUGH, BOB
Sports-Eye-View
KVNI, Coeur d'Alena, Idaho
HOUSTON, BOB
Spotlite On Sports
KNEA, Jonesboro, Ark.

HOWARD, BOB
Sports by Howard
WVKO, Columbus, O.
HOWER, BOB
KFMB, San Diego, Cal.
HOYT, WAITE
WCPO-TV, Cincinnati, O.
HUBBELL, NED S.
Sports In Review
WHLS, Port Huron, Mich.
HUBBELL, RALPH
WBEN, Buffalo, N. Y.
HULL, CHUCK
KLAS, Las Vegas, Nev.
HULL, DICK
Let's Talk Sports
WFRP, Savannah, Ga.
HULL, FRED VANT
KEYD, Minneapolis, Minn.
HUME, ART
WORL Sport Page
WORL, Boston, Mass.
HUNDLEY, ED
Sportstime
KLWN, Lawrence, Kan.
HUNTER, DAN
Sports Extra
WFDF, Flint, Mich.
HUNTER, HERBERT
Baseball Bench
KMON, Great Falls, Mon.
HUNTLEY, MACK
WJRI, Lenoir, N. C.

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INGHAM, BOB
Sportsviews
KSD, St. Louis, Mo.
IZZARD, BOB
KGNC, Amarillo, Texas
INGALLS, WALLIE
KGRH, Fayetteville, Ark.

JIM BRITT
Radio-TV
NBC-TV
SPORTS FINAL
Mon.-Fridays
11.15 pm
DUMONT
Pro Football
Sundays
ABC
Jim Britt's Sports Report
Fridays
9:55 pm

— J —

JACKSON, BILL
KVIC, Victoria, Texas
JACKSON, JIM
WIS, Columbia, S. C.
JACKSON, RICHARD E.
WSAL, Logansport, Ind.
JAFFEE, SYD
Sportscope
WHNC, New Haven, Conn.
JAMES, ANDY
KWKW, Pasadena, Cal.
JAMES, CHARLES
WHMP, Northampton, Mass.
JAMES, KEN
WOW-TV, Omaha, Neb.
JANSSEN, WIFF
KIDO, Boise, Idaho
JARVIS, BILL
KVGB, Great Bend, Kan.
JAY, BILL
WNOX, Knoxville, Tenn.
JENKINS, BOB
Sports Corner
KAYS, Hays, Kan.
JENSEN, ERV
KCOW, Alliance, Neb.
JOHNSON, ARTHUR
WATR, Waterbury, Conn.
JOHNSON, ARTHUR
WCRB, Waltham, Mass.
JOHNSON, BOB
WKBZ, Muskegon, Mich.
JOHNSON, HOLLIE
WCCO, Minn., Minn.
JOHNSON, TED
KMAC, San Antonio, Texas
JOHNSON, WARREN
WPFB, Middletown, Ohio
JOHNSTON, KEN
KAGH, Crossett, Ark.
JONES, DEL
KHQ, Spokane, Wash.
JONES, DICK
KULP, El Camp, Texas
JONES, EARL D.
WFTM, Maysville, Ky.
JONES, GORDON
WCMB, Harrisburg, Pa.
JORDAN, NICK
KCSB Sportsdesk
KCSB, San Bernardino, Cal.
JOYNER, JACK
WBIR, Knoxville, Tenn.
JUDKINS, HARLAN
KFPW, Ft. Smith, Ark.

— K —

KAHN, AL
WPKE, Pikesville, Ky.
KALLEY, ED
WAVE, Louisville, Ky.
KANN, MEL
WMIE, Miami, Fla.
KAUFMAN, SAM
WOL, Washington, D. C.
KAY, MARVIN
KVLF, Alpine, Texas
KAYE, DENNY
WSBA, York, Pa.
KAZMAIER, DICK
Scoreboard
KEATING, BILL
WHYN, Springfield, Mass.
KEENE, BILL
Sports Scene By Keene
KFEL, Denver, Colo.
KEHL, BILL
Let's Talk Sports
WING, Dayton, O.
KEITER, LES
KYA, San Francisco, Cal.
KELLEY, BOB
KMPC, L. A., Cal.
KELLEY, STEVE
WLIP, Kenosha, Wis.
KENESSET, TED
KAFP, Pataluma, Cal.
KENNEDY, ED
WKRC, Cinn., O.
KENNEDY, JAMES
WGCD, Chester, S. C.
KENWORTHY, KEN
WGET, Gettysburg, Pa.
KERCE, JOHN CECIL
WRGA, Rome, Ga.
KEYES, MICHAEL
WJNO, W. Palm Beach, Fla.
KIBBY, GORDON
WFUR, Grand Rapids, Mich.
KIELTY, TERRY
Sportsreel
CFRA, Ottawa, Ont.
KIMBALL, BILL
KCOM, Sioux City, Iowa
KIMBLE, WESLEY
WENY, Elmira, N. Y.
KING, DICK
KITO, San Bernardino, Cal.
KING, DUKE
WINN, Louisville, Ky.
KINSER, JOE
KAFY, Bakersfield, Cal.
KINSLEY, C. H.
KYOS, Merced, Cal.
KIRBY, BOB
WOOD, Grand Rapids, Mich.
KIRTON, DONN
Night Final
CJRL, Kenora, Ont.
KLAUSS, CARL N.
WJMC, Rice Lake, Wisconsin
KLEIN, DON
KPIX, S. F., Cal.
KLISE, BOB
KGA, Spokane, Wash.
KNAPP, DEL
Rod & Gun
WNLK, Norwalk, Conn.
KNOX, KEN
KRBC, Abilene, Texas
KOESTER, TONY
Sports Final
KFBK, Sacramento, Cal.
KOSCHMAN, MARTY
KXLY, Spokane, Wash.
KRAUS, BILL
KFIR, North End, Oregon
KREMER, DON
WKNX, Saginaw City, Mich.
KRIEGEL, GIL
WITH, Baltimore, Md.

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LAFLIN, JACK
WESB, Bradford, Pa.
LAING, ART
CKLW, Detroit, Mich.
LAMAS, TURIN
WKAQ, Santurce, P. R.
LAMB, DON
Sports Roundup
WHIS, Bluefield, W. Va.
LAMKIN, NORM
WVLN, Olney, Ill.
LAND, JOHNNY
KDON, Salinas, Cal.
LANDMAN, LOU
WMTV, Madison, Wisc.
LANE, DICK
KTLA, Hollywood, Cal.
LANE, HAROLD
WGNY, Newburgh, N. Y.
LASSEM, LEO
KOL, Seattle, Wash.
LASSONDE, JEAN PAUL
CHLT, Sherbrooke, Que.
LAUX, FRANCE
Sports Gallery
KXOK, St. Louis, Mo.
LAWRENCE, JAMES
KOVO, Provo, Utah
LAWS, BILL
KLX, Oakland, Cal.
LAWSON, JERRY
Sports Reporter
WJOC, Jamestown, N. Y.
LAYER, BRUCE
KPRC, Houston, Tex.
LEAMING, JIM
Sports Parade
Mutual
LEAMING, JIM
WIP, Phila., Pa.
LEAVITT, BUD
WABI, Bangor, Maine
LEAVITT, MEL
WDSU, New Orleans, La.

LEBOW, GUY
WPIX, N. Y. C., N. Y.
LECIUS, ED
WOTW, Nashua, N. H.
LEE, BARNEY
WJLB, Detroit, Mich.

LEE, BERT
B. Mar. 28, 1907, New York City. Warm-Up Time & Sports Extra, Today's Baseball, Take a Tip From Me, Hockey, WMGM, New York; World Series, Sports Extra, Mutual; Wilson, Glickman & Lee, Dumont

LEE, BOB
KCOK, Fresno, Cal.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, GEORGE
WEVA, Emporia, Va.
LEE, JACK
KBNZ, LaJunta, Colorado
LEE, JACK
KNUZ-TV, Houston, Texas
LEE, ROBERT
Sports Special
KICK, Springfield, Mo.
LEE, TOM
KORK, Las Vegas, Nev.
LEE, ZEB
WSKY, Asheville, N. C.
LEEDS, LYLE
KOJM, Haver, Mont.
LEGER, ROGER
CKCH, Hull, Que.
LELAND, CY, JR.
KEPO, El Paso, Tex.
LENIHAN, ROBERT
Sports Desk
WMGA, Moultrie, Ga.
LENOX, JOHN
KGKB, Tyler, Texas
LEONARD, ED
Spotlight On Sports
WICH, Norwich, Conn.
LEWIS, BARNEY
WLDS, Jacksonville, Ill.
LIEBMAN, NED
KMYC, Maysville, Cal.
LIESNER, GIL
Sports Slants
KJUN, Redmond, Oregon
LINN, CASEY
KGUL, Galveston, Texas
LINNEN, HERB
Sports Review
WCDL, Carbondale, Pa.
LITCHFIELD, EDDIE
WPEP, Taunton, Mass.

LITZINGER, RAY
Sports Club
KIT, Yakima, Wash.
LLOYD, BOB
Sports Review
WHBY, Appleton, Wis.
LOMAX, STAN
Mutual
LOOMIS, JIM
WITV, Ft. Lauderdale, Fla.
LORANGER, BILL
WSGW, Saginaw, Mich.
LORIMER, DAVID C.
Sports Digest
WILE, Cambridge, O.
LOTT, JIMMY
KFSA, Ft. Smith, Ark.
LOTT, JOHNNY
WERH, Hamilton, Ala.
LOVE, DAN
Bexel Scoreboard
KTBC-TV, Austin, Tex.
LOWERY, JAMES
WOHI, East Liverpool, O.
LUDWIG, JAMES
Speaking of Sports
WGVA, Geneva, N. Y.
LUMPKIN, LEE
Dillon, S. C.
LUNDQUIST, BOB
Time Out
WICU, Erie, Pa.
LUNDQUIST, JIM
KIUN, Pecos, Tex.
LUSK, BERNIE
KROC, Rochester, Minn.
LYNCH, BUDD
WWJ, Detroit, Mich.
LYNCH, JACK
KWHK, Hutchinson, Kansas
LYONS, TOM
WJHL, Johnson City, Tenn.

— M —

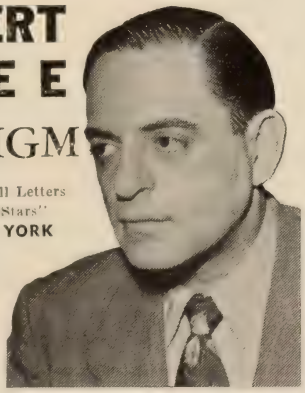
MACK, KEN
WCLT, Newark, Ohio
MACLEOD, TOM
KYJC, Medford, Oregon
MacWILLIAMS, DON
Sports Journal
WCSH, Portland, Maine
MAGEE, ART
KLBS, Houston, Tex.
MALONE, BILL
Sports Review
WMAL, Washington, D. C.
MALOY, HANK
Cavalcade Of Sports
WTRY, Troy, N. Y.
MANESS, PECK
KWCB, Searcy, Ark.
MANN, AL
KTBB, Tyler, Texas
MANNERS, DAVE
WAPX, Montgomery, Ala.
MANNING, TOM
WNBK, Cleveland, O.
MANNING, TOM
Ohio State Football
WTAM, Cleveland, Ohio
MARRONE, MIKE
WKBI, St. Marys, Pa.
MARSHALL, GRANT
Tops In Sports
KBUR, Burlington, Iowa
MARTIN, BILL
Sports Page
WSYR-TV, Syracuse, N. Y.
MARTIN, BOB
CJQC, Quebec City, Que.
MARTIN, DICK
WCMI, Ashland, Ky.
MARTIN, DON
Cornell Football Broadcast
WHCU, Ithaca, N. Y.
MARTIN, HERBIE
WKBI, St. Marys, Pa.
MARTINDALE, WINSTON
WHBQ, Memphis, Tenn.
MASON, ART
KPMC, Bakersfield, Cal.
MASON, BILL
KDIX, Dickinson, N. D.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASTERS, LEN
Little League Salute
WCOP, Boston, Mass.
MATHYS, LYLE
KVCV, Redding, Cal.
MATYAS, JOE
Sports Digest
WMMT, McMinnville, Tenn.
MAXWELL, JACKE
WWRL, N. Y., N. Y.
MAYER, JOE
WDOK, Cleveland, O.
MAYS, BOB
KWBB, Wichita, Kan.
McALEECE, GERALD
KDTH, Dubuque, Iowa.
McALLISTER, DON
Sports Review
WDBO, Orlando, Fla.
McALLISTER, GRADY
WKKO, Cocoa, Fla.
McAULAY, LOMAN
CFCY, Charlottetown, Canada
McCANN, BOB
Sports Parade
KBMY, Billings, Montana
McCARTHY, JIM
On The Sports Scene
WBRE-TV, Wilkes-Barre, Pa.
McCARTHY, RICHARD
WKNY, Kingston, N. Y.

CLEVE HERMANN

KNBH director of SPORTS
"Trophy Room"
KNBH-4

NEW YORK RANGERS HOCKEY—WMGM
TODAY'S BASEBALL—WMGM
WILSON, GLICKMAN & LEE
WORLD SERIES—MBS
WILSON, GLICKMAN & LEE
TV—WABD

BERT
LEE
WMGM
"The Call Letters of the Stars"
NEW YORK



McCARTHY, MARSH
WPAR, Parkersburg, W. Va.
McCLENDON, RAY
WGSV, Guntersville, Ala.
McCOLGAN, BILL
Speaking of Sports
WGAR, Cleveland, O.
McCURLEY, LANSE
WPTZ, Phila., Pa.
McCURRY, BILL
KBAR, Burley, Idaho
McDEVITT, BOB
CHNO, Sudbury, Ont.
McDONALD, ARCH
WTOP, Washington, D. C
McDOUGALL, PAT
CKRC, Winnipeg, Manitoba
McGAW, ROSS
CKCR, Kitchener, Ont.
McINTYRE, JIM
WINN, Louisville, Ky.
McKAY, JIM
WCBS, N. Y., N. Y.
McKECHNIE, JAMES
Sports Final
SNDR, Syracuse, N. Y.
McKINLEY, LARRY
Sports Briefs
WMRY, New Orleans, La.
McKISSACK, ROYCE
KJSK, Columbus, Neb.
McKNIGHT, WES
CFRB, Toronto, Ont.
McLEAN, JIM
WJPS, Evansville, Ind.
McLEMORE, MORRIS
WIOD, Miami, Fla.
McLENDON, GORDON
Sportscast
KLIF, Dallas, Tex.
McMANUS, CHUCH
CKPR, Ft. William, Ont.
MacMILLEN, L. H.
WHEC-TV, Rochester, N. Y.
McMULLEN, DICK
WKRG, Mobile, Ala.
McNAMARA, JIM
WALA, Mobile, Ala.
McNAMARA, LARRY
WNHC, New Haven, Conn.
McPHEARSON, STEW
WCCO, Minneapolis, Minn.
MEDWICK, RICK
KSTT, Davenport, Iowa
MELTZER, AL
WAGE, Syracuse, N. Y.
MENZIES, FRED
Sports Final
WHEN, Syracuse, N. Y.
MERRILL, BILL
KENT, Shreveport, La.
MERRIMAN, DONALD
Sports Page
WHDL, Olean, N. Y.
MERRY, DEAN
WESB, Bradford, Pa.
METZ, DON
Sportscap
KVOL, Lafayette, La.
METZLER, ART
WROL, Knoxville, Tenn.
MICHAEL, RAY
WNBW, Washington, D. C.
MILLAN, L. H. Mac
Mac Millan Sports
WHEC, Rochester, N. Y.
MILLER, DICK
WJEF, Grand Rapids, Mich.
MILLER, FREDDIE
WBRC, Birmingham, Ala.
MILLER, GARRY
WATS, Sayre, Pa.
MILLER, IRV
WCAN, Wilwaukee, Wisc.
MILLER, JACK
KDLR, Devils Lake, N. Dak.
MILLER, RON
WRMN, Elgin, Ill.
MILLER, TOM
WIRL, Peoria, Ill.
MILLER, VAN
WFCB, Dunkirk, N. Y.
MILTON, KEN
CKX, Brandon, Man.
MILWEE, N. C.
WVJS, Owensboro, Ky.
MIRACLE, CLAYTON
Speaking of Sports
WHLN, Harlan, Ky.
MISTOVICH, MIKE
KORA, Bryan, Texas
MITCHELL, BO
WBSR, Pensacola, Fla.
MITCHELL, DON
Sportscope
KWRN, Reno, Nev.
MITCHELL, JACK
KSYC, Yreka, Cal.
MIZELIE, GEORGE
WMEV, Marion, Va.
MOFFETT, PAUL
WCSC, Charleston, S. C.
MOFIELD, RAY
WPAD, Paducah, Ky.
MOIR, BOB
Sports Parade
CBK, Winnipeg, Mann.
MONROE, BOB
KCHA, Charles City, Iowa
MONTELL, DOUGLAS
KROY, Sacramento, Cal.
MOODY, WAYNE
KNEB, Scottsbluff, Nebraska
MOONEY, FRANK
WHUM, Reading, Pa.
MOORE, BILL
WFIG, Sumter, S. C.
MOORE, JERRY
WKOK, Sunbury, Pa.
MORAN, ROBERT
Sports On Parade
WGGA, Gainesville, Ga.
MOREY, BOB
Sports Story
KHAS, Hastings, Neb.
MOREY, GEORGE
KDWT, Stamford, Texas
MORGAN, ED
Scoreboard
KBON, Omaha, Neb.
MORRIS, WALTER
KJIM, Beaumont, Texas
MORRISON, MATT
CJKL, Kirkland Lake, Ont.
MORTON, EARL
Looking At Sport
CHNS, Halifax, N. S.
MORTON, L.
KSWO, Lawton, Okla.
MOSS, DAVID A.
WCRS, Greenwood, S. C.
MOST, JOHN
WCOP, Boston, Mass.
MOWRY, LEE
Mr. Touchdown
WLAQ, Rome, Ga.
MUELLER, JERRY
KNAL, Victoria, Texas
MULLINAX, ED
Sports Final
WLAG, LaGrange, Ga.
MULLINAX, WALLY
WESC, Greenville, S. C.
WUNLEY, JACK
Sports Roundup
KFH, Wichita, Kan.
MURIATY, JIM
WVOM, Boston, Mass.
MURPHY, BOB
KOCY, Okla. City, Okla.
MURPHY, DENNIE
WDSM, Superior, Wisc.
MURPHY, ED
WWHG, Hornell, N. Y.
MURPHY, MIKE
KTHS, Little Rock, Ark.
MURRAY, DON
Sportslants
WDBJ, Roanoke, Va.
MURRAY, WM.
KTVA, Anchorage, Alaska
MUZZY, JIM
The Sports Whirl
WHBC, Canton, O.

— N —

NACHTWEIH, LES
Hunting & Fishing News
KING, Seattle, Wash.
NAGLER, AL
WJBK, Detroit, Mich.
NASSAU, ROY
WTPA-TV, Harrisburg, Pa.
NAVARRO, AUGIE
KLO, Ogden, Utah
NELSON, LINDSEY
This Week In Sports, Ask
The Sports World
NBC
NELSON, RAY
Rod and Gun Club
Mutual
NEWBURG, DON
WKAI, Macomb, Ill.
NEWELL, HAL
Sports Parade
WMIN, St. Paul, Minn.
NEWSON, JACK
GMC Sportscope
WJHP, Jacksonville, Florida
NICHOLSEN, BILL
Sports Notebook
KPOC, Pocahontas, Ark.
NILES, DAVE
KOLO, Reno, Nevada
NULTY, SHEL
Sports Review
WWSC, Glens Falls, N. Y.
NYE, CHUCH
KAYL, Storm Lake, Iowa

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OAKS, DALLIN, H.
KCSU, Provo, Utah
O'BRIEN, BILL
Sports Spotlight
WSAR, Fall River, Mass.
O'BRIEN, DON
WDGY, Minneapolis, Minn.
O'BRIEN, JERRY
WEAN, Providence, R. I.
O'DONNELL, JOHN
WQUA, Moline, Ill.
OLIVER, GERALD A.
KSUE, Susanville, Cal.
O'MARA, BILL
Night Sports Final
KING, Seattle, Wash.
O'NEIL, JOHNNY
Sports Review
WAIR, Winston-Salem, N. C.
ORNEST, STAN
WGBS, Miami, Fla.
ORTIZ, AL
KTRC, Santa Fe, N. M.
ORUM, BILL
The Sportsman
KCRC, Enid, Okla.
OSBORN, D. A.
Sports Review
WWGS, Tifton, Ga.
OSBORNE, WAYNE
Sports Roundup
WOPA, Oak Park, Ill.

OVINGTON, RAY
Rod And Gun Club
Mutual

OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

OYE, PAUL
Inside Of Sports
KXGI, Fort Madison, Iowa

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PACKARD, CHARLEY
KSTM-TV, St. Louis, Mo.

PAGE, ELIOT
WSKI, Montpelier, Vt.

PAGE, JOHN
Paging Sports
WCSS, Amsterdam, N. Y.

PAIGE, CARL
KYMA, Yuma, Ariz.

PALMER, BUD
B. Sept. 14, 1921, Hollywood, Cal. Jackie Gleason Show, CBS-TV; Natl. Tennis Championships, Kate Smith Show, NBC-TV; Basketball, Hockey, Dog and Horse Shows, WPIX, New York

PALMER, ROBERT
KTSW, Emporia, Kansas

PARKER, JOHN
KERO, Bakersfield, Cal.

PARKER, JOHNNY
WCOG, Greensboro, N. C.

PARKER, TONY
WTVP, Decatur, Ill.

PARKER, VIRGIL
KORE, Eugene, Ore.

PARKS, DARYL
WKRC, Cinn., O.

PARMET, GUS
WHIM, Prov., R. I.

PARRY, TINY
WLBR, Lebanon, Cal.

PARSONS, MARSHALL
WQAM, Miami, Fla.

PATTON, BILL
Sports Unlimited
KLFY, Lafayette, La.

PAUL, SYD
WHOL, Allentown, Pa.

PAULIN, ED
WMRN, Marion, O.

PAYNE, JACK
WOW-TV, Omaha, Neb.

PAYNE, MAURY
Speaking of Sports
KSUB, Cedar City, Utah

PEISS, EDMUND
Mustang Baseball
KOOK, Billings, Mont.

PELLOW, DAVE
WGBF, Evansville, Ind.

PENFIELD, ADD
WBIG, Greensboro, N. C.

PENNEWELL, RALPH
WWIN, Baltimore, Md.

PEREZ, RUDY
WCOL, Columbus, Ohio

PERLIN, BERNIE
KOPO, Tucson, Ariz.

PERRIE, DON
Jax World of Sports
WJBO, Baton Rouge, La.

PERRO, LOU
WHUC, Hudson, N. Y.

PETERS, BOB
WAFB, Baton Rouge, La.

PETERSON, EDWIN L.
Great Moments in Sports
KSUB, Cedar City, Utah

PETERSON, GENE
WRAY, Princeton, Ind.

PHELAN, JOHN
KTSM, El Paso, Texas

PHILLIPS, BYRON
WGBI-TV, Scranton, Pa.

PHILLIPS, DALE
Sports Wire
KXOB, Stockton, Cal.

PIPHER, WILLIAM P.
WIOU, Kokomo, Ind.

PLATT, BILL
Sports Extra
WBBZ, Ponca City, Okla.

PLEUNIK, ROBERT
WLOA, Braddock, Pa.

PLOC, RUDY
WKOW, Madison, Wisc.

POLITZ, J. C.
WIBR, Baton Rouge, La.

POLLACK, TED
WLAN, Lancaster, Pa.

POPE, BILL
Sportscope
WABY, Albany, N. Y.

POPHAM, GUY H., JR.
Time in for Sports
KTLW, Texas City, Tex.

PORTER, HERB
WGVL, Greenville, S. C.

PORTON, BOB
KRSN, Los Alamos, N. M.

POUCHER, WAYNE
WCOS, Columbia, S. C.

POWELL, DON
Poach The Coach
KLCB, Libby, Mont.

POWERS, JIMMY
Cavalcade of Sports
NBC-TV

POWERS, PERCY
Sports Roundup
WRBC, Jackson, Miss.

MARK SCOTT

"Tops in Sports in the West"

POWERS, RALPH
Sports Page
KCNO, Acturas, Cal.
PRIBBLE, BILL
KULP, El Campo, Texas
PRIEST, DON
Sarasota Sports Reporter
WSPB, Sarasota, Fla.
PRINCE, BOB
WENS, Pittsburgh, Pa.
PROCTOR, BOB
WLBJ, Bowling Green, Ky.
PROVENCE, BOB
WLW-T, Cincinnati, O.
PRUETT, HENRY
KLMX, Clayton, N. Mex.
PRYOR, BILL
Spotlite On Sports
WNBF-TV, Binghamton, N. Y.

— Q —

QUIGLEY, DON D.
KWEI, Weiser, Idaho

— R —

RABER, ALAN D.
WKAP, Allentown, Pa.
RAMPTON, CLARE
KWWL, Waterloo, Iowa
RANDALL, DAVE
Scores
WTOC, Savannah, Ga.
RANDALL, SCOTT
CKGB, Timmins, Ont.
RASK, PAUL
KGW, Portland, Ore.
RATNER, SOL
Sports Review
WDAR, Savannah, Ga.
RAYMOND, JOE
WASL, Annapolis, Md.
RAYMOND, STAN
WQXI, Atlanta, Ga.
REDDY, JOHN
WOKY, Milwaukee, Wisc.
REED, BILL
KFEL, Denver, Col.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, DICK
WSFA, Montgomery, Ala.
REINHART, TED
WFBG, Altoona, Pa.
REITH, HARRY
Sports Roundup
WKST, Newcastle, Pa.
RENAUD, CHAS.
In the World of Sports
CKFI, Ft. Frances, Ont.
RENICK, SAM
Racing Series
NBC-TV
REPKO, JOE
WBKZ, Battle Creek, Mich.
REYNOLDS, BOB
Sports Scripts
WJR, Detroit, Mich.
RHODY, RONNIE
WFKY, Frankfort, Ky.
RICHARDSON, EARL
WASK, Lafayette, Ind.
RICHARDSON, MEL
KBUH, Brigham City, Utah
RICHMOND, DICK
Home Edition Sports
KRIO, McAllen, Texas
RICKERT, LOU
WFTV, Duluth, Minn.
RIDDLE, BILL
WBBQ, Augusta, Ga.
RIDEMOUR, DAVE
Sports Showcase
WTVE, Elmira, N. Y.
RIDER, WILLIAM K., JR.
KVOA, Tucson, Ariz.
RIDLER, DON
CKLW, Detroit, Mich.
RILEY, CHAD
Sports Spotlite
WDYK, Cumberland, Md.
RIND, JULES
WPEN, Philadelphia, Pa.
RINGQUIST, LEN
WJDA, Quincy, Mass.
RITZERT, BOB
WNAB, Bridgeport, Conn.
RIVAS, CARLOS
Sportsreel
KPOA, Honolulu, Hawaii
RIVAS, LOUIS
Put It to Pat
Mutual
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, JACK
Off the Sports Wire
WBIS, Bristol, Conn.
ROBERTSON, BOB
Sports Revue
KMO-TV, Tacoma, Wash.
ROBINSON, MAX
Reports on Sports
WJTN, Jamestown, N. Y.
ROBINSON, SOL
Sports Roundup
WLAD, Danbury, Conn.
RODRICK, BOB
KVFD, Ft. Dodge, Iowa
ROSTROM, LLOYD
KRKO, Everett, Wash.
ROEWE, PHIL
WMOK, Metroplis, Ill.
ROMAN, JUAN B.
WPAB, Ponce, Puerto Rico
ROPER, DON
Time Out for Sports
KBOL, Boulder, Colo.
ROPER, JAMES
KRTN, Raton, N. M.
ROPER, KEITH
Sports Slants
SABJ, Adrian, Mich.
ROSE, EARL
CKCW, Moncton, N. B., Can.
ROSE, JOE
KGU, Honolulu, Hawaii
ROSEHILL, DAVID
WGSM, Huntington, L. I.
ROSELLE, JIM
Sports Roundup
WJTN, Jamestown, N. Y.
ROSS, ALLEN
WHOC, Philadelphia, Pa.
ROSS, JIM
KTRH, Houston, Texas
ROSS, KAL
WCAN, Milwaukee, Wisc.
ROWLANDSON, HUGH
WTVL, Waterville, Me.
RUSHTON, RAY
WINA, Charlottesville, Va.
RUSSELL, EARLE
KSJO, San Jose, Cal.
RUST, BILL
KGVL, Greenville, Tex.
RUTLEDGE, BUDDY
Sports Roundup
WSPC, Anniston, Ala.
RYAN, ALBERT C.
KJRV, Edinburg, Texas
RYAN, JOE
WALL, Middletown, N. Y.

— S —

SADD, JOE
WKNA, Charleston, W. Va.
SALTER, ELMER G.
WAUD, Auburn, Ala.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SAUNDERS, LLOYD
CKCK, Regina, Sask.
SAVAGE, BOB
WMAZ, Macon, Ga.
SAVARD, RAOUL
CJFP, Riviere Du Loup, Que.
SAVARD, UBALD
CJFP, Riviere Du Loup, Que.
SAVITT, DUKE
Great Moments in Sports
WCAP, Lowell, Mass
SAYLES, FRED
WATV, Newark, N. J.
SCHAPER, HERB
Sports News
KNUJ, New Ulm, Minn.
SCHENKEL, CHRIS
Monday Night Boxing
DuMont
SCHOENDIENST, TOM
Points On Sports
WSOY, Decatur, Ill.
SCOTT, BILL
KSCB, Lberal, Kan.
SCOTT, DAVE
Sports Revue
WKNB, New Britain, Conn.
SCOTT, JEFF
WPWA, Chester, Pa.
SCOTT, MARK
All-Pro Football, Boston Blackie, NBC-TV; Hollywood Legion Boxing, ABC-TV; Hollywood Stars Baseball, Speaking of Sports, KFWB; Jr. College Football, KHJ-TV, Los Angeles
SCOTT, RAY
Sports Editor
WDTV, Pittsburgh, Pa.
SCULLY, VIN
World Series
NBC-TV
SEARLES, NEIL
Sports Pace
WFOX, Mlwaukee, Wisc.
SELLEY, WM. A., JR.
WMBM, Miami Beach, Fla.
SEMPRINI, EDGAR, JR.
Cape & Islands Sportscast
WOCB, W. Yarmouth, Mass.
SETZER, ARNOLD
WHKY, Hickory, N. C.
SHACKLETON, BOB
WKAR, East Lansing, Mich.
SHAND, JOHN V.
Spotlight
WTVR, Richmond, Va.
SHANER, BUD
KOLN, Lincoln, Nebr.
SHANLEY, GIB
WHIZ, Zanesville, O.
SHANNON, VINC
WJEL, Springfield, O.
SHAVER, DANNY
The Sportsman
WHHH, Warren, O.
SHELLEY, BOB
Sports Report
WFBC, Greenville, S. C.
SHELTON, JIM
KEYL-TV, San Antonio, Tex.
SHEPARD, STEVE
KOIL, Omaha, Neb.
SHEPART, LARRY
Sports Talk
KBIZ, Attumwa, Iowa
SHERMAN, BARRY
On the Sports Scene
WBRE-TV, Wilkes-Barre, Pa.
SHERMAN, BUD
Sports With Sherman
WBAP-TV, Fort Worth, Tex.
SHERMAN, DICK
WITZ, Jasper, Ind.
SHERMAN, GENE
KCOM, Sioux City, Iowa
SHERMAN, JACK
KTVQ, Oklahoma City, Okla.
SHIVELY, DICK
WSM, Nashville, Tenn.

SHNOPER, HARVEY
Sports Roundup
WWSR, St. Albans, Vt.
SHORT, SELDON
The Sportlight
WMTC, Vancleve, Ky.
SHUDT, ROY
WTRY, Troy, N. Y.
SHUMATE, GENE
Sports Page
KSO, Des Moines, Iowa
SIEGEL, MORRIE
WTOP, Washington, D. C.
SILVERSTEIN, LOU
KTUC, Tucson, Ariz.
SIMPSON, JACK
WSIX, Nashville, Tenn.
SIMPSON, JIM
WTTG, Washington, D. C.
SIMPSON, JIMMY
WNAO, Raleigh, N. C.
SIMS, FRANK
WKMH, Detroit, Mich.
SINGER, MEL
Sports Summary
WVCG, Coral Gables, Fla.
ART, SIPHERD
KCMJ, Palm Springs, Cal.
SISMONDI, JAMES
WMBS, Uniontown, Pa.
SIZOO, ROGER
KTRE, Lufkin, Tex.
SJOLANDER, HERB
Sarasota Angler
WSPB, Sarasota, Fla.
SKIRVIN, MAX
WTTS, Bloomington, Ind.
SLATER, MANNING
WICC-TV, Bridgeport, Conn.
SLATER, WOODY
Four Pages in Sports
KUGN, Eugene, Ore.
SMITH, ART
WFRO, Fremont, O.
SMITH, BILL
WMFR, High Point, N. C.
SMITH, BOB
KKTV, Colorado Springs, Col.
SMITH, BOB
Sports Desk
WABD, New York
SMITH, DALE
WMRF, Lewistown, Pa.
SMITH, DOUG
CFCF, Montreal, Can.
SMITH, FRANK
KHUM, Eureka, Cal.
SMITH, JIM
WEVD, N. Y.
SMITH, MAURICE
CKRC, Winnipeg, Manitoba
SMITH, WILLARD
KTOE, Mankato, Minn.
SNOWDEN, CHARLES T.
Parade of Sports
WLSI, Pikeville, Ky.
SNYDER, BILL
WONN, Lakeland, Fla.
SNYDER, DON
KUBC, Montrose, Colo.
SNYDER, DWIGHT
WJAY, Mullins, S. C.
SOLIE, GORDON
WPLA, Plant City, Fla.
SORENSEN, PHIL
KVNU, Logan, Utah
SPAHR, BILL
Sports Roundup
WRAD, Radford, Va.
SPANN, OWEN
Sports With Spann
WTOB-TV, Winston-Salem, N. C.
SPENCER, DONN
Sports Report
KVOE, Santa Ana, Cal.
SPENCER, MILTON
Sports Section
WFLA, Tampa, Fla.
SPENCER, PAT
Sports As We See It From Here
KHOZ, Harrison, Ark.
SPENCER, PHIL
1st in Sports
WCSS, Amsterdam, N. Y.
SPIEGEL, SID
WIRY, Plattsburg, N. Y.
SPIRO, WALTER
WLOV, Montgomery, Ala.
SPOKES, A. E.
WJOY, Burlington, Vt.
SPRACKLIN, JIM
KWYO, Sheridan, Wyo.
SPRY, DON E.
WJOI, Florence, Ala.
SQUIER, KEN
WDEV, Waterbury, Vt.
STANFIELD, RAY
WIS, Columbia, S. C.
STANGELS, WOODROW
WTRW, Two Rivers, Wisc.
STANTON, BOB
WPTZ, Philadelphia, Pa.
STATHAM, TOM
CFJR, Brockville, Ont.
STEELE, JIMMIE
Sportscall
WNOE, New Orleans, La.
STERN, BILL
B. July 1, 1907, Rochester, N. Y.
Sports Today, Sports Final, The Name's the Same, Away You Go, Football, ABC, ABC-TV
STERRETT, BOB
WTON, Staunton, Va.
STEVENS, JESS
WEOL, Elyria, O.
STEVENS, MILT
WWBZ, Vineland, N. J.
STEVENSON, BILL
CKWX, Vancouver, B. C.
STIMERS, REX
Spice of the Sports News
CKTB, St. Catherines, Ont.
STOGNER, EARL
WDVA, Danville, Va.
STONE, CLAIR
WBAY, Green Bay, Wisc.
STONE, PHIL
CHAM, Toronto, Can.
STONE, VIRGIL
KDMS, El Dorado, Ark.
STORFY, ROY
KGST, Fresno, Cal.
STOUT, ALLEN
WLW, Cincinnati, O.
STOUT, WILLIAM
Sports Review
KPTV, Portland, Ore.
STRATTON, DICK
WMBR, Jacksonville, Fla.
STREET, MALCOLM
Sports Parade
Anniston, Ala.
STRICKLAND, BILL
WIRA, Ft. Pierce, Fla.
STUCKEY, BILL
WVOT, Wilson, N. C.
STUMPO, LOU
Sports Roundup
WAKR, Akron, O.
SULLINS, BILL
KVLH, Pauls Valley, Okla.
SULLIVAN, CHARLIE
WMCT-TV, Memphis, Tenn.
SULLIVAN, CLAUDE
WVLK, Lexington, Ky.
SULLIVAN, PAT
Put It to Pat
Mutual
SUMMER, CHUCK
Sports Digest
WOSA, Wausau, Wis.
SUTER, BUD
KGLO, Mason City, Iowa
SUTTERFIELD, PHIL
WHAS, Louisville, Ky.
SWANSON, CARL
Sports Spotlight
WIDE, Biddeford, Me.
SWANWICK, BILL
WALL, Middletown, N. Y.
SWARTZ, LARRY
WLYC, Williamsport, Pa.
SWEENEY, BUDD
Sports by Sweeney
WHKC, Columbus, O.
SWINDLE, O. G., JR.
WIMO, Winder, Ga.

— T —

TANGUY, VIC
WSAL, Logansport, Ind.
TAYLOR, JOHN
WIKY, Evansville, Ind.
TEGTMEIER, DOUG
KTRF, Thief River Falls, Minn.
TERRELL, JIM
KCBD, Lubbock, Texas
THACKER, JIM
WPLH, Huntington, W. Va.
THOMAS, DAVE
WNRC, New Rochelle, N. Y.
THOMAS, DAVID N.
WJMX, Florence, S. C.
THOMAS, GLENN
Sports Parade
WJEJ, Hagerstown, Md.
THOMAS, JAMES C.
WNOP, Newport, Ky.
THOMAS, VAL
WGAY, Silver Springs, Md.
THOMPSON, GEO.
Sports Extra
WMPA, Aberdeen, Miss.
THORNLEY, HENRY
KROY, Sacramento, Cal.
TIBBETTS, DONN
WKXL, Concord, N. H.
TIERNEY, JACK
WWCO, Waterbury, Conn.
TOAL, FRANK
WCRO, Johnston, Pa.
TOBIN, ROY
WFUR, Grand Rapids, Mich
TOLBERT, JERRY
WSON, Henderson, Ky.
TOOTHMAN, ROBERT
WHAR, Clarksburg, W. Va.
TORGERSON, STAN
Sports Hilights
WBIZ, Eau Claire, Wis.
TRABER, JIMMY
KNAL, Victoria, Texas
TRAEGER, JOHN
KWED, Seguin, Texas
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TURNER, BOB
WHAM, Rochester, N. Y.
TURNER, JIM
WSTP, Salisbury, N. C.
TURNER, RAY
Spotlight on Sports
WTAR-TV, Norfolk, Va.
TWERRELL, BRUCE
KWIK, Pocatello, Idaho
TYLER, WAYNE
World of Sports
WLVA, Lynchburg, Va.

— U —

UFER, ROBERT
WPAG, Ann Arbor, Mich.
UNDERWOOD, RALPH
WCNB, Connersville, Ind.

— V —

VACHE, BOB
KYYL, Mesa, Ariz.
VAGNER, JACK C.
KRAL, Rawlins, Wyo.
VALENTI, FRANK
Sports Camera
KGMB-TV, Honolulu, T. H.
VALICENTI, JOSEPH
WBBW, Youngstown, O.
VAN, FRITZ
WEBC, Duluth, Minn.
VAN ROBY, C.
Sports Parade Final
WCUM, Cumberland, Md.
VAN SANT, JOHNNY
Sports Chat
WSAN, Allentown, Pa.
VAN TOL, TOM
Sport Notes
WGRD, Grand Rapids, Mich.
VARNELL, LARRY
KLZ, Denver, Colo.
VAUGHN, MARTIN
KTAN, Sherman, Texas
VASQUEZ, PEDRO
WAPA, San Juan, P. R.
VEACH, BOB
WFRX, W. Frankford, Ill.
VEIDT, BILL
Sports Call
WHSY, Hattiesburg, Miss.
VESTRO, AL
WATH, Waterbury, Conn.
VESTRO, AL
Sports of the Day
WATR, Waterbury, Conn.
VICK, RICHARD
KGEZ, Kalispell, Mont.
VODNOVIC, SAM
WMCK, McKeesport, Pa.
VOGEL, GEORGE
KCOW, Alliance, Neb.

— W —

WAGNER, BOB
WHIZ, Zanesville, O.
WAITE, DAVID L.
Speaking of Sports
WFOR, Hattiesburg, Miss.
WAITES, JIM
Speaking of Sports
KWHP, Cushing, Okla.
WALDEN, WARREN
TV Sports Page
WJAR-TV, Providence, R. I.
WALDEN, WARREN
WJAR, Providence, R. I.
WALESKI, EDDIE
WSBA, York, Pa.
WALLACE, BOB
WROW, Albany, N. Y.
WALLACE, FORREST
KFAL, Fulton, Mo.
WALLIS, DAVE
KCLA, Pine Bluff, Ark.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSH, GEORGE
WFIL, Philadelphia, Pa.
WATTRICK, DON
WXYZ-TV, Detroit, Mich.
WALSHAK, DAVID
Cavalcade of Sports
KCTI, Gonzales, Tex.
WALTON, LUKE
WASH, Indianapolis, Ind.
WALTZ, HANK
Local Sport News
KTIP, Porterville, Cal.
WANZER, H. L.
KCOG, Centerville, Iowa
WARDLE, JIMMY
CFAR, Flin Flon, Man.
WARREN, KEN
This Week in Sports
KERG, Eugene, Ore.
WARREN, MERT
WLOE, Leaksville,N . C.
WATERMAN, BERNIE
WICS, Springfield, Ill.
WATERMAN, BERNIE
WMAY, Springfield, Ill.
WATSON, DRANE
WDUN, Gainesville, Ga.
WATTRICK, DON
WXYZ, Detroit, Mich.
WEATHERLY, BOB
Sports Headlines
WTAN, Clearwater, Fla.
WEAVER, RICK
WGEM, Quincy, Ill.
WEAVER, RICK
WGEM, Quincy, Ill.
WEBB, JACK
KWRC, Pendleton, Ore
WEBER, FRED
WIZE, Springfield, Ohio
WELLS, JACK
Spotlight on Sport
CKY, Winnipeg, Man.
WELLS, LINN
WCOU, Lewiston, Me.
WENDLING, JIM
Sports Parade
WJER, Dover, O.
WENSTROM, SAM
KRAM, St. Cloud, Minn.
WESLEY, JOSEPH
WIBV, Belleville, Ill.
WEST, JACK
WHSC, Hartsville, S. C.
WESTERVELT, DICK
WJBS, Deland, Fla.
WESTHALL, JAMES
WLNH, Laconia, N. H.
WESTMORELAND, HORACE
WPAQ, Mt. Airy, N. C.
WESTON, DON
Sports Slants
KGVO, Missoula, Mont.
WHALEN, JOE
WVPO, Stroudsburg, Pa.
WHEELER, JACK
Sports Roundup
WPDQ, Jacksonville, Fla
WHEELER, RON
KTAT, Frederick, Okla.
WHITAKER, ROBERT L
KAWT, Douglas, Ala.
WHITEHEAD, BOB
WBAX, Wilkes-Barre, Pa.
WHITMORE, TOM
WWCA, Gary, Ind.
WHITTIER, CHUCK
WILK, Wlkes-Barre, Pa.
WHITTINGTON, JIMMIE
WBGE, Atlanta, Ga.
WHITWORTH, RAY
KCSJ, Pueblo, Colo.
WIBLE, DARL
Sports Desk
WBOW, Terre Haute, Ind.
WIGGINS, JOE
KABC, San Antonio, Texas
WILBER, DEL
KSTM-TV, St. Louis, Mo.
WILBURN, GENE
It's Time for Sports
KRAI, Claig, Colo.
WILKINSON, JIM
WOMI, Owensboro, Ky.
WILLIAMS, BEN B.
The Old Salt
WTOC, Savannah, Ga.
WILLIAMS, BILL E.
KROP, Brawley, Cal.
WILLIAMS, BILL
Sports Review
WJVB, Jacksonville Beach, Fla.
WILSON, BERT
WIND, Chcago, Ill.
WILSON, BOB
WADC, Akron, O.
WILSON, DAVE
KANS, Wichita, Kan.
WILSON, JOE
Sports Corner
WNBQ, Chicago, Ill.
WILSON, JOE
WMAQ, Chicago, Ill.
WILSON, JOHN
WFLO, Farmville, Va.
WILSON, KEN
Sports Special
WGST, Atlanta, Ga.
WILSON, WARD
WMGM, New York, N. Y.
WRIGHT, JEFF
WKCT, Bowling Green, Ky.
WISMER, HARRY
WOR, New York, N. Y.
WISMER, HARRY
Wonderful City, WOR-Mutual
WISMER, HARRY
Sports-Ten
Mutual
WITTER, STAN
KAPA, Raymond, Wash.
WOLCHIN, STEVE
Hopewell, Va.
WOLF, FRED
WXYZ, Detroit, Mich.
WOLFE, CLARE
Take 5 for Sports
WPAM, Pottsville, Pa.
WOLFF, BOB
WWDC, Washington, D. C.
WOLFF, BOB
Professional Football
DuMont
WOLFF, BOB
Football
Mutual
WOOD, JAMES L.
WDZ, Decatur, Ill.
WOOD, JIM
WAVY, Norfolk, Va.
WOODSIDE, SAM
Ringside On Sports
WHCU, Ithaca, N. Y.
WOODWARD, LEROY
WVJS, Owensboro, Ky.
WORONER, MURRAY
KFDA, Amarillo, Tex.
WRATHER, LOU
Sports Spotlight
WENK, Union City, Tenn.
WRIGHT, JOE
The Sport Page
WKMI, Kalamazoo, Mich.
WYLIE, BOB
WAKR, Akron, Ohio
WYLIE, BOB
Sports at a Glance
WAKR, Akron, O.
WYNNE, BILL
WOWL, Florence, Ala.

— Y —

YEINGST, JIM
KVVC, Ventura, Cal.
YELLERT, STARR
Denver Calling
KOA, Denver, Colo.
YORK, TOM
WJOI, Florence, Ala.
YOUNG, BILL
Carnival of Sports
KAKE, Wichita, Kan.

— Z —

ZACK, SAM
Sports Journal
WHOO, Orlando, Fla.
ZEIDMAN, IRVING
WSMB, New Orleans, La.
ZELIZH, MARK
World of Sports
WATW, Ashland, Wis

Many Projects Included In Public Service Program

By T. S. REPPLIER

President
The Advertising Council, Inc.

THE people who read Radio and Television Daily throughout the year do not need to be told about the work of The Advertising Council. Radio and Television Daily reports to them regularly and frequently the generous time, effort and energy that broadcasters, advertisers, performers and persons in all phases of advertising contribute to The Advertising Council's campaigns in the public interest.

However, it might be encouraging to all those who participate in public service campaigns at one time or another during the year to see before them, in this Annual, the impressive roster of national public service projects and events that broadcasters and advertisers assist so effectively in a 12-month period.

I think broadcasters and advertisers should feel proud of the many areas in which they work so hard and so faithfully to help solve national problems by voluntary public action. Let me list these national efforts that are helped so forcefully:

American Economic System, American Education Week, American Heart Month, American Heritage Foundation, American-Korean Foundation Drive, American Red Cross, Armed Forces Day, Arthritis & Rheumatism Drive, Better Schools, Big Brother Week, Boy Scout Week, Boys Club Week, Brotherhood Week, Canada Day, Cancer Control Month, CARE, Cerebral Palsy Drive, Child Health Day, Child Safety, Civil Defense, Community Chest.

Also Crusade For Freedom, Diabetes Week, Easter Seals Appeal, Employ The Physically Handicapped Week, Engineers Wanted. 4-H Achievement Day, Farm Safety Week, File Income Tax Returns Early, Fire Prevention, Flag Week & Flag Day, Freedom Foundation Awards Program, Girl Scouts Birthday; Girl Scout Week, Girls Club Week, Ground Observer Corps, Home Demonstration Week, Home Gardening and Food Preservation, Hospital Day, Jr. Red Cross Annual Enrollment, Letters From America Week, Mail Call, Mail Early For Xmas, March of Dimes.

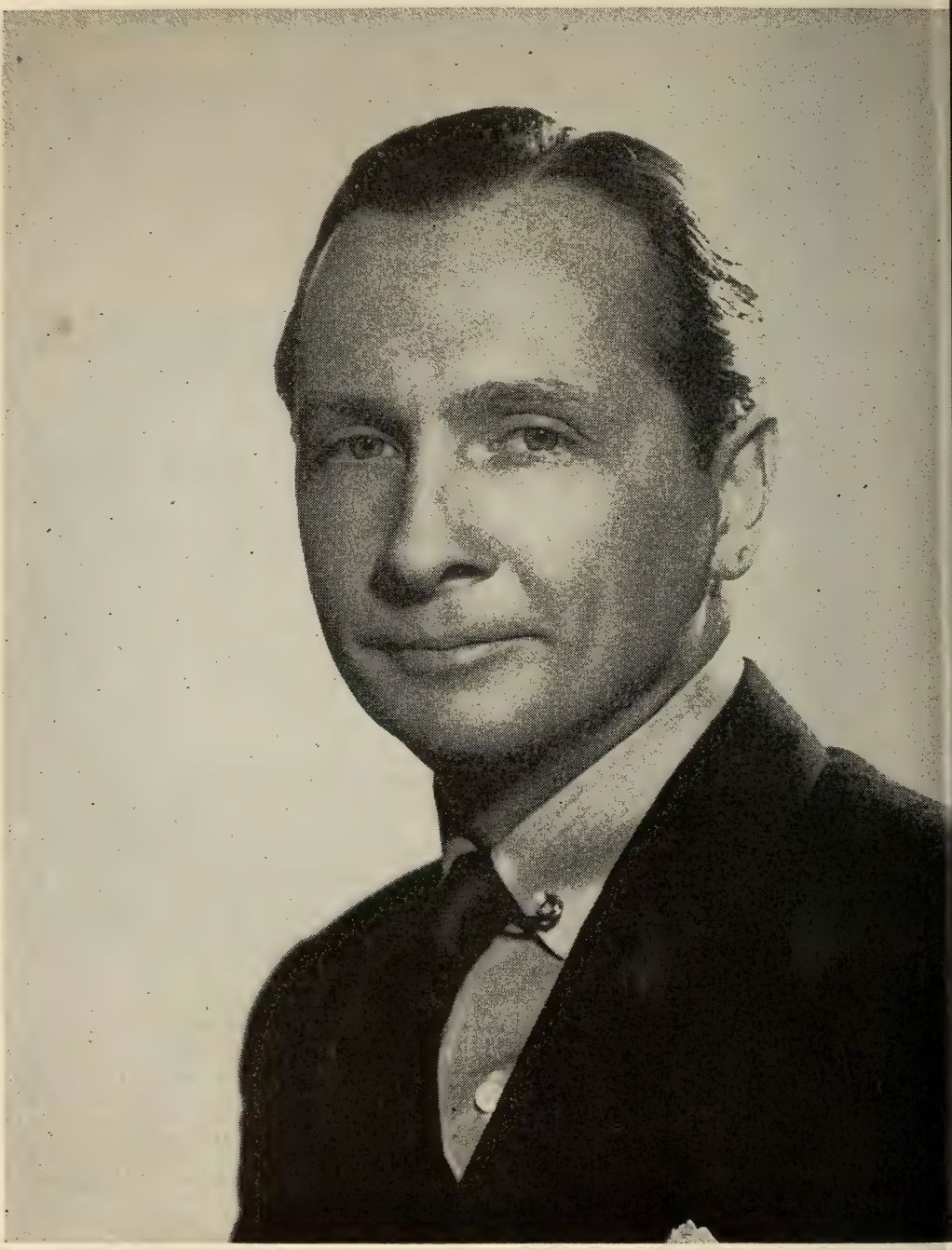
Also Mental Health Week, National Blood Program, National Defense Week, National Guard Recruiting, National Hearing Week, National YMCA Week, Needlework Guild, Prevent Forest Fires, Religion In American Life, Salvation Army Xmas Appeal, Sight Saving Month, Social Security For The Self-employed, Stop Accidents, Student Nurse Recruiting, TB Xmas Seal Sale, United Defense Fund, United Nations Day, United Negro College Fund, U. S. Savings Bonds, and YWCA Week.

Also, I believe that broadcasters and advertisers should feel a sense of pride in scanning such quick statistics as the following figures that the Council pulled together at the end of 1953:

> In 1953, advertisers and broadcasters, through the Council's Radio and Television Allocation Plans alone, contributed major national coverage to 17 different top-priority campaigns and gave additional support to 39 other causes.

> The circulation contributed to these campaigns — by commercial network programs alone—was more than 5½ billion radio and television home impressions. This figure is based on Nielsen ratings. The additional circulation given by networks and stations on sustaining programs would undoubtedly double, perhaps triple this figure.

And 1954 will be bigger! Yes, the combination of broadcasters and their advertisers (who devote vast amounts of valuable time and talent to public service campaigns on the programs that they sponsor) is a powerful one, serving the nation and the community forcefully every day of the year.



JOHN CAMERON SWAYZE

NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1953

☆

— A —

ADAMS, CEDRIC
CBS
ADAMS, JIM
WTAR-TV, Norfolk, Va.
ADKINS, GALES M.
WSAT, Salisbury, N. C.
AGEE, BOB
WBIR, Knoxville, Tenn.
AGRESTA, PHIL
WBT, Charlotte, N. C.
AHERN, JOHN
KYJC, Medford, Oregon
AKERS, CARL
KLZ, Denver, Colo.
ALCK, BEN L.
KVOA, Tucson, Arizona
ALSERON, R.
CKRC, Winnipeg, Manitoba
ALDRED, NORMAN
CHEZ, Peterborough, Ont.
ALEXANDER, JACK
CKOY, Ottawa, Ont., Canada
ALEXANDER, PAUL
The Word Tonight
KSL-TV, Salt Lake City, Utah
ALOI, FRED
Views on the News
WHIL, Medford, Mass.
ALLEN, THEO B.
Timely Topics
CKPR, Ft. William, Ont.
ALLISON, DAN
KCUL, Fort Worth, Tex.
ALLREDGE, JAY
WJJJ, Montgomery, Ala.
ALVAREZ, AUGUSTO
WITA, San Juan, P. R.
AMADOR, CHARLIE
KEPO, El Paso, Tex.
ANDERSON, AL
WSDR, Sterling, Ill.
ANDERSON, MAX
WPFA, Pensacola, Fla.
ANDERSON, WARREN
WBEL, Rockford, Ill.
ANDREWS, JOHN
KOCA, Kilgore, Texas
ANDREWS, M. CARL
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Cella News
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WRAL, Raleigh, N. C.
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WJNC, Jacksonville, N. C.
ARTHUR, BOB
WEEK, Peoria, Ill.
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KSAN-TV, San Francisco, Cal.
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BANGHART, KENNETH
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BASSO, NICK
WSAZ, WSAZ-TV, Huntington, W. Va.
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WOL, Washington, D. C.
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WEHT, Henderson, Ky.
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CBS News Reporter

KENNETH BANGHART

N. B. C.

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WPEN, Philadelphia, Pa.
GRAY, JOHN
WDOD, Chattanooga, Tenn.
GREEN, H. E.
News & Interviews
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GUERRA, HENRY
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HANSEN, PAUL
CKMR, Newcastle, N. B.
HAPGOOD, ART
Behind the Headlines
KVEC, San Luis Obispo, Cal.
HARDIN, JAMES O., JR.
WCOH, Newnan, Ga.
HARKNESS, RICHARD
NBC
HARRIER, BOYD
News Parade
WTAR-TV, Norfolk, Va.
HARPER, JERRY
WKOW, Madison, Wisc.
HARPER, JOSEPH
News in Review
WHP-TV, Harrisburg, Pa.
HARRIS, CHAS.
Blue Ribbon Reporter
WJHP, Jacksonville, Fla.
HARRIS, HAL
WJOB, Hammond, Ind.
HARRIS, HERB
WQXI, Atlanta, Ga.
HARRISON, BOB
WHNC, Henderson, N. C.
HARRISON, CHARLES
WFIL, Philadelphia, Pa.
HARRY, RAY
WRAY, Princeton, Indiana
HARSCH, JOSEPH C.
NBC
HART, BOB
KTRH, Houston, Texas
HART, RUSSELL
WBIW, Bedford, Ind.
HARTLEY, HOWARD
Hitting the Headlines
WTAN, Clearwater, Fla.
HARTLEY, JIM
The Local Angle
WDUN, Gainesville, Ga.
HARTLEY, M. B.
Hartley Views the News
KCNO, Acturas, Cal.
HARTZELL, JACK
WUSJ, Lockport, N. Y.
HARVEY, BOYD
KWNX, Saginaw City, Mich.
HARWOOD, GEOFFREY
Background to the News
WBZ, Boston, Mass.
HATCH, DUANE A.
WSAV, Savannah, Ga.
HAWKEY, ROBERT
WJNO, W. Palm Beach, Fla.
HAYES, SAM
Mutual
HAYWARD, BRUCE
WTVI, Belleville, Ill.
HEAD, IVAN
KVSF, Santa Fe, New Mex.
HEASTON, FRANK
KSTM, TV, St. Louis, Mo.
HEATTER, GABRIEL
Mutual
HENDRICKSON, BOB
Assignment Atlanta
WLW-A, Atlanta, Ga.
HENLE, RAY
Three Star Extra
NBC
HENNESSEY, HARRY
WOR, N. Y., N. Y.
HENRY, BILL
WDAK, Columbus, Ga.
HENRY, BILL
Mutual
HENRY, H. D.
WHKY, Hickory, N. C.
HENRY, JACK
KQV, Pittsburgh, Pa.
HENRY, MIKE
Southwest Tonight
KFDX-TV, Wichita Falls, Texas
HERMAN, GEORGE
News Analysis with George Herman
CBS
HERRING, CHARLES
World Today
KING-TV, Seattle, Wash.
HEYBONE, ROBT. L.
Tri-State News
KSUB, Cedar City, Utah
HEYWOOD, E. L.
CFAC, Calgary, Alberta, Canada
HICKS, CAP
WRGA, Rome, Ga.
HICKS, GEORGE
George Hicks and the News
ABC
HIGBEE, ARTHUR L.
Eight O'Clock Edition
KSUB, Cedar City, Utah
HIGBIE, LES
Mutual
HIGGINBOTHAM, CHRIS
CKCK, Regina, Sask.
HILBURN, JIM
KTRH, Houston, Texas
HILL, EDWIN C.
Philco News
ABC
HILL, JOE
Talk of the Town
WMGR, Bainbridge, Ga.
HINDMAN, BILL
WLWC, Columbus, O.
HINES, HARLAN
Lines by Hines
KOOK, Billings, Mont.
HINES, JACK
KLWN, Lawrence, Kansas
HINES, LINDLEY
KMOX, St. Louis, Mo.
HOBBS, DICK
WJLB, Detroit, Mich.
HODGE, ALAN
CJOY, Guelph, Ontario
HODGINS, ERIC
A Minority of One
CBS
HOFFMMAN, GILBERT A.
WKBI, St. Mary's Pa.
HOGAN, GENE
KXLJ, Helena, Montana
HOGAN, J.
KRLD, Dallas, Tex.
HOLCOMB, GRANT
KNXT, Los Angeles, Cal.
HOLIDAY, MASON
KGMB, Honolulu, T. H.
HOLLENBECK, DON
CBS Radio News, CBS; Sunday News Special, CBS-TV
HOLLES, EVERETT
Mutual
HOLM, A. S.
KGPH, Flagstaff, Arizona
HOLMES, JOHN
Personalities in the News
VOCM, St. John's, Nfld.
HOLT, BROOKS
KDNT, Denton, Texas
HOLT, CHARLES
Charles Holt and the News
WHSY, Hattiesburg, Miss.
HOOD, BILL
KFDX, Wichita Falls, Texas
HOOD, W. P.
Wichita Falls Scene
KFDX-TV, Wichita Falls, Tex.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOSTETTER, W. D.
WHIS, Bluefield, W. Va.
HOUSER, ROBERT
WSBT, South Bend, Ind.
HOWARD, BOB
WKLO, Louisville, Ky.
HOWELL, REX
KFXJ, Grand Junction, Colo.
HOY, FRANK S.
WLAM, Lewiston, Maine
HOYLMAN, DON
WJEF, Grand Rapids, Mich.
HOYT, ROBERT
WSBT, South Bend, Ind.
HUDSON, LELAND
WKLF, Clanton, Ala.
HUGHES, EVAN H.
KVOL, Lafayette, La.

HUGHES, JOHN J.
KMMO, Marshall, Mo.
HURLEIGH, ROBERT
Mutual
HUME, ART
Newsreel of the Air
WORL, Boston, Mass.
HUNTER, BOB
Costal Plain News
WWGS, Tifton, Ga.
HURD, JOHN
WMBS, Uniontown, Pa.
HUTCHESON, KEN
KNEW, Spokane, Wash.

— I —

IDE, CARL
WDTV, Pittsburgh, Pa.
IONNE, JOE
Front Page News
WMRN, Marion, O.
ISAACS, JIMMIE
KDUB, Lubbock, Texas
ISSARD, BOB
KGNC, Amarillo, Texas
IZZARD, WES
KGNC, Amarillo, Texas

— J —

JACKSON, ALLAN
Allan Jackson and the News
CBS
JACKSON, CAROL
KVOU, Uvalde, Texas
JACKSON, HARRY A.
KNGS, Hanford, Cal.
JANES, DOLPH
KORE, Eugene, Ore.
JARRELL, MRS. W. W.
News Priorities
WKTZ, Thomasville, Ga.
JEFFRIES, ALLEN
Five Star Final
WIRE, Indianapolis, Ind.
JENNEWEIN, PAUL
WMFD, Wilmington, N. C.
JENNINGS, REX
KBWD, Brownwood, Texas
JOHNS, BILL
KFDA, Amarillo, Tex.
JOHNSON, BOS.
WSAZ, WSAZ-TV, Huntington, W. Va.
JOHNSON, ARV
KCJB, TV, Minot, N. D.
JOHNSON, DAVE
KSDH, Boise, Idaho
JOHNSON, GERALD W.
WAAM, Baltimore, Md.
JOHNSON, RON
Local News Page
WHOK, Lancaster, O.
JOHNSON, TOM
WFTC, Kinston, N. C.
JOHNSON, WM.
KCJB, Minot, N. D.
JONES, BILL
KFDA, Amarillo, Texas
JONES, FRANK
Tops in News
WREN, Topeka, Kan.
JONES, LOIS
WPAR, Parkersburg, W. Va.
JONES, MALDEN
WICS, Springfield, Ill.

— K —

KALBER, FLOYD
KMTV, Omaha, Neb.
KALLSEN, DICK
Mutual
KALTENBORN, H. V.
NBC, NBC-TV
KEATING, KENNETH B.
WHEC, Rochester, N. Y.
KELLY, JACK
WRFW, Eau Claire, Wis.
KELLY, TOM
WEBC, Duluth, Minn.
KENDALL, GEORGE
WJLB, Detroit, Mich.
KENDRICK, ALEXANDER
CBS Radio's World News Roundup
CBS
KENNARD, ART
CKRM, Regina, Saskatchewan, Canada
KENNEDY, HAL
KCJB, Minot, N. D.
KENNEDY, KELVIN
WPIX, N. Y., N. Y.
KENNY, H. B.
WCOM, Parkersburg, W. Va.
KENT, FRANK
WPEN, Philadelphia, Pa.
KENT, JIM
WSIX, Nashville, Tenn.
KERLIN, J. C.
KGBF, Evansville, Indiana
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KEW, KEN
KGLO, Mason City, Iowa
KIDNEY, DICK
WVEC, TV, Hampton, Va.
KILLMER, WAYNE
KALE, Richland, Wash.

BEN GRAUER

NBC

Radio **TV**

KING, CHARLES
WKAL, Rome, N. Y.
KING, DAVE
WBPZ, Lock Haven, Pa.
KIPLINGER, AUSTIN
ABC; WKBK, Chicago, Ill.
KIRBY, BILL
WATV, Newark, N. J.
KIRK, DON
WCOL, Columbus, Ohio
KIRKHAM, ARTHUR W.
KOIN, Portland, Ore.
KIRKWOOD, JOHN
KFEL, Denver, Colo.
KNELL, JACK
WBT, Charlotte, N. C.
KNOX, RALPH
KHOZ, Harrison, Ark.
KNUTSON, KEN
KLPM, Minot, N. D.
KNUTSON, MILO G.
WLCX, La Crosse, Wisc.
KOBRIN, JERRY
WEEU, Reading, Pa.
KOELSCH, JOSEPH
WRCO, Richland Center, Wisc.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KULT, IRV
WDLB, Marshfield, Wisc.
KUPCINET, IRV
Three-City Byline
ABC
KUURAISHI, TOMOMICHI
Kuraishi Reports
KGMB-TV, Honolulu, T. H.

— L —

LADD, GRANT
KMPT, Oklahoma City, Okla.
LAND, ALLAN
WHIZ, Zanesville, O.
LANDELL, GRANVILLE
WWOR, Worcester, Mass.
LANDIS, DeWITT
Clovis Speaks
KICA, Clovis, N. M.
LANDON, PAT
WPTZ, Philadelphia, Pa.
LANKER, BUD
Detroit Deadline
WXYZ-TV, Detroit, Mich.
LARSEN, GENE
KFMA, Davenport, Iowa
LARSEN, WHITEY
WNAX, Yankton, S. D.
LARSON, BEN
WOW-TV, Omaha, Neb.
LATIMER, SAM
Special Edition
WFLA, Tampa, Fla.
LAVALLE, GENE
Editor's Desk
WLOK-TV, Lima, O.
LAWHON, JOEL
WVOT, Wilson, N. C.
LAWS, RAY
WHAM, Rochester, N. Y.
LAYTON, HARRISON
WEVD, N. Y., N. Y.
LEDFORD, R. E.
WVOP, Vidalia, Ga.
LeFEVRE, BILL
WFBR, Baltimore, Md.
LeGOFF, JACK
WJBK-TV, Detroit, Mich.
LEONARD, BILL
WCBS, N. Y., N. Y.
LEONARD, DAN
WNDR, Syracuse, N. Y.
LEOPOLD, DAVE
WEBR, Buffalo, N. Y.
LeSUEUR, LARRY
U. N. Report
CBS
LEVINE, IRVING R.
NBC
LEVINSON, LES
Feature Story
WEIM, Fitchburg, Mass.
LEWIS, FULTON, JR.
Mutual
LINDMAN, STUART
WMIN, St. Paul, Minn.
LINK, JERRY
KSLM, Salem, Oregon
LIPSON, MAC
CKOY, Ottawa, Ont., Canada
LITTLE, JAMES G.
Jim Little Views the News
WTAG, Worcester, Mass.
LOGAN, GLENN
WJOL, Joliet, Ill.
LOHMAN, PHILIP
WJOY, Burlington, Vermont
LOKEY, FRANK
WRDW, Augusta, Ga.
LONG, CHET
WBNS, Columbus, O.
LOUTER, JOHN
WKTV, Utica, N. Y.
LOWRY, BYRON
KWTX, Waco, Texas
LYONS, JIMMY
KWCB, Searcy, Ark.

— M —

MacDONALD, BRUCE
WJW, Cleveland, Ohio
MacVANE, JOHN
News of Tomorrow
ABC
McBRIDE, BILL
WOW-TV, Omaha, Neb.
McCAFFREY, JOHN
11th Hour News
WNBT, N. Y., N. Y.
McCOFFREY, JOE
Mutual
McCALL, T. LAWSON
KGW, Portland, Oregon
McCARTHY, CHAS.
ABC; WABC, N. Y., N. Y.
McCOLLUM, BURT
CKLB, Oshawa, Ontario
McCOMBER, JERRY
KHQ, Spokane, Wash.
McCLURE, HERSHEL
KTVE, Longview, Texas
McCUEN, CHARLES
WCCO, Minneapolis, Minn.
McDONALD, CAMPBELL
Campbell McDonald Reports
CFRA, Ottawa, Ont.
McDONALD, IRVING T.
More Light on the News
WEEI, Boston, Mass.
McINTYRE, FRANK C.
KLIX Editorials
KLIX, Twin Falls, Idaho
McHALE, BOB
WSCR, Scranton, Pa.
McKEEL, JOHN
WAYS, Charlotte, N. C.
McKENZIE, JOHN
KWG, Stockton, Cal.
McLAREN, J. G.
Tomorrow's Headlines Today
CKFI, Ft. Frances, Ont.
McLEAN, CLYDE
WBT, Charlotte, N. C.
McMULLEN, JOHN
WPCF, Panama City, Fla.
McMUTRIE, BURT
Burt McMurtrie Presents
KMO, KMO-TV, Tacoma, Wash.
McNAMARA, JIM
KLAC, Los Angeles, Cal.
McQUARRIE, HEATH
Weekend Review
CKX, Brandon, Man.
McREYNOLDS, BILL
KSWO, Lawton, Okla.
McSHERRY, HARRY
Capitol Comments
WDOV, Dover, Del.
MACK, VERN
KAFY, Bakersfield, Cal.
MACK, VERN
KCOK, Tulare, Cal.
MAHONEY, CLAUDE
CBS Radio Farm News
CBS; WTOP, Washington, D. C.
MALDONADO, JUAN
WIAC, San Juan, P. R.
MALKIE, DEL
KENI, Anchorage, Alaska
MALLORY, DON
KURV, Edinburg, Texas
MALONE, TED
News
ABC
MANNIEX, MARTIN D.
WIRY, Plattsburg, N. Y.
MARSHALL, GENE
WGAI, Elizabeth City, N. C.
MARTYN, GIL
KTLA, Hollywood, Cal.
MASON, BILL
WQUA, Moline, Ill.
MATERS, JJOHN
In the Background
WILS, Lansing, Mich.
MATLOCK, STAN
WKRC, Cincinnati, O.
MATT, M. LEONARD
WDAS, Philadelphia, Pa.
MATTHEWS, FRANK
WOAI, San Antonio, Texas
MAYER, JOHN
KMYC, Marysville, Cal.
MAYER, KEN
WBZ, Boston, Mass.
MAYNERS, JOSE A.
WAPA, San Juan, P. R.
MAZHAM, GLENN
WEBC, Duluth, Minn.
MEEKS, MAX
WMFR, High Point, N. C.
MELTON, ORRIN
KSOO, Sioux Falls, S. D.
MENEFEE, BOB
WIP, Philadelphia, Pa.
MERCHANT, BILL
KSTT, Davenport, Iowa
MERRYMAN, PHILIP
WICC; WICC-TV, Bridgeport, Conn.
MEYER, ED
WDYK, Cumberland, Md.
MEYER, RICHARD
Arcostook Daily
WAGM, Presque Isle, Maine
MIDDIE, SUTFIN
Looking at Lawrence County
WVMC, Mt. Carmel, Ill.
MILLER, CEDRIC
WKBV, Richmond, Ind.
MILLER, MARYE
WKBV, Richmond, Ind.
MILNER, CAL.
WHAT, Philadelphia, Pa.
MITCHELL, BOB
WVVW, Fairmont, W. Va.
MITCHELL, FORD
KABC, San Antonio, Texas
MITCHELL, JACK
Between the Lines
KSYC, Yreka, Cal.
MITCHELL, ROBERT F.
WJPB, Fairmont, W. Va.
MITCHELL, VIRGIL
Voice of the News
KSBW, Salinas, Cal.
MOEGLE, FRED
KWK, St. Louis, Mo.
MONROE, STU
CKCR, Kitchener, Ont.
MONTANO, JUAN LOPEZ
CMN, Arecibo, Puerto Rico

MOONEY, DOW
KMPT, Oklahoma City, Okla.
MOORE, JIM
WTRF, Wheeling, W. Va.
MORAN, WARREN
WHIZ, Zanesville, O.
MORGAN, EDWARD P.
The World Today
CBS
MORGAN, HANK
WCIN, Cincinnati, O.
MORGAN, JOE
CKFH, Toronto, Ont.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, STEVE
WAYS, Charlotte, N. C.
MORRISON, GEORGE
KOB, Albuquerque, N. Mex.
MORRISON, HERBERT
WJAS, Pittsburgh, Pa.
MORRIS, WALTER
KJIM, Beaumont, Texas
MORSE, OTIS B.
WSBA, York, Pa.
MORSE, TONY
KGO, San Francisco, Cal.
MUELLER, MERRILL
NBC
MUELLER, VERN
KPOJ, Portland, Oregon
MUMEY, JACK
Behind the Headlines
KMYR, Denver, Colo.
MUNGER, JOHN
WJPS, Evansville, Ind.
MUNN, E. H., JR.
WTVB, Coldwater, Mich.
MUNYAN, HARRY
WIOD, Miami, Fla.
MURO, JOSE PEREZ
WKAQ, Santurce, P. R.
MURPHY, C. JIM
WRLD, West Point, Ga.
MURPHY, PAT
KWSH, Wewoka, Okla.
MURPHY, TED
KPHO, Phoenix, Arizona
MURRAY, DAVID
WENS, Pittsburgh, Pa.
MURROW, EDWARD R.
Edward R. Murrow with the News, This I Believe
CBS
HINN, MICHAEL
WFAA, Dallas, Texas

— N —

NADIG, HENRY DAVIS
Cheshire Cat
WNLK, Norwalk, Conn.
NANCE, BOB
KNAL, Victoria, Texas
NATION, HERSCEL
WDXB, Chattanooga, Tenn.
NEAL, BILL
WBIG, Greensboro, N. C.
NEEDHAM, JOHN
News with Needham
KGMB-TV, Honolulu, T. H.
NEEL, BILL
KTHS, Little Rock, Ark.
NEIL, JACK
KTRM, Beaumont, Texas
NELLANY, JAMES
WNAR, Norristown, Pa.
NEWELL, JOHN
KVLF, Alpine, Texas
NICHOLS, DAVID
WLWC, Columbus, O.
NICHOLSON, DON
KHQA, Hannibal, Mo.
NICHOLSON, DON
WTAD, Quincy, Ill.
NIMS, ROBERT
WAAB, Worcester, Mass.
NIVEN, PAUL
CBS Radio's World News Roundup
CBS
NOEL, DICK
WABD, N. Y., N. Y.
NORWOOD, CHARLES
WNHC, New Haven, Conn.

— O —

OBERLIN, DICK
WHAS, Louisville, Ky.
O'BREIN, LEO
WRGB, Schenectady, N. Y.
O'BRIEN, PAT
Commentary
KIUP, Durango, Colo.
O'CONNOR, DON
WEMP, Milwaukee, Wis.
O'CONNOR, THOMAS
WBMD, Baltimore, Md.
O'DELL, STEWART
WLSI, Pikesville, Ky.
O'DELL, TERRY
CKLW, Detroit, Mich.
OLIVER, WILLIAM M.
WREV, Reidsville, N. C.
O'MEARA, DAN
WIOU, Kokomo, Ind.
O'NEAL, GLENN
KWHN, Ft. Smith, Ark.
OSGOOD, DICK
WXYZ, Detroit, Mich.
OTTO, ROBERT
WCPO, Cincinnati, O.
OWEN, AL
WMID, Atlantic City, N. J.
OWENS, J. PAT
KLCB, Libby, Mont.

— P —

PAGE, NORMAN
WMIN, St. Paul, Minn.
PALMER, GEORGE
WKRC, Cincinnati, O.
PARE, GILLES
CJFP, Riviere Du Loup, Que.
PARIS, MORRIS
WEVD, N. Y., N. Y.
PARKER, PHIL
KXLE, Ellensburg, Wash.
PASHLEY, RALPH
CJVI, Victoria, B. C., Canada
PASSAGE, GEORGE
WRVA, Richmond, Va.
PATTEE, FLOYD
WKNB, New Britain, Conn.
PAUL, VERNE
WJPS, Evansville, Ind.
PAYNE, LARRY
WAPJ, Adrian, Mich.
PEACOCK, CLETIS
WBIG, Greensboro, N. C.
PEARSON, LEON
News and Weekend, Critic at Large
NBC
PEDACE, JIMMY
Around the Town
WICH, Norwich, Conn.
PEPPER, BILL
WBNS, Columbus, Ohio
PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.
PERRY, C. STUART
What's New in St. Albans
WWSR, St. Albans, Vt.
PETERSON, GENE C.
WRAY, Princeton, Ind.
PETTITT, ED
Mutual
PHILLIPS, GEORGE T.
WAVZ, New Haven, Conn.
PIERPONT, ROBERT C.
CBS Radio's World News Roundup
CBS
PIGGOTT, JOE
WLRP, New Albany, Ind.
PISTON, ED
KYNO, Fresno, Cal.
PITMAN, LINWOOD T.
Editor's Comment
WCSH, Portland, Maine
PLATT, BILL
KFH, Wichita, Kan.
PORTA, PAT
KFSA, Ft. Smith, Ark.
POULIN, HENRI
CKVL, Verdun-Montreal, P. Q., Canada
POWELL, RUSS
KFRE, Fresno, Cal.
POWELL, TOM
WGBI, WGBI-TV, Scranton, Pa.
PRESTON, JIM
WKAN, Kankakee, Ill.
PRICE, JOHN
WKAT, Miami Beach, Fla.
PUCKETT, JOHN R.
KOFE, Pullman, Wash.
PUTNAM, GEORGE
B. July 14, 1914, Breckenridge, Minn.
George Putnam and the News, George Putnam First Edition, KTTV, Los Angeles, Cal.
George Putnam and the News, KFI, Los Angeles, Cal.

— Q —

QUESTA, GEORGE
WHDL, Olean, N. Y.

— R —

RADFORD, JACK R.
CFJR, Brockville, Ont.
RALEIGH, JOHN
KYW, Philadelphia, Pa.
RAMEY, WANDA
KGO, San Francisco, Cal.
RAND, TED
KDRS, Prargould, Ark.
RANDALL, JIM
KFSB, Joplin, Mo.
RANDALL, JOHN
WXLW, Indianapolis, Ind.
RASH, BRYSON
White House Report, ABC, ABC-TV; WMAL, Washington, D. C.
RAY, BOB
WIRK, West Palm Beach, Fla.
REEH, DOUGLAS
WRAG ,Carrollton, Ala.
REGAN, ROBERT
KCBQ, San Diego, Cal.
REITER, FRED
WFLA, Tampa, Fla.
RENNIE, BILL
WALT, Tampa, Fla.
RENDELL, RICHARD
WMAL, WMAL-TV, Washington, D. C.
RENICK, RALPH A.
WTVJ, Miami, Fla.
REPAID, BILLY
WMAL, Washington, D. C.
REX, JOE
News Parade
WLOK, WLOK-TV, Lima, O.
REYNOLDS, LENORE M.
Our Town
WCMA, Corinth, Mass.
RICHMOND, FRANCIS
WMGW, Meadville, Pa.
RIDENOUR, REX
WJER, Dover, O.
RIDER, JACK
WELS, Kinston, N. C.
ROBERTS, DON
WFVG, Fuquay Springs, N. C.

ROBERTS, JOHN B.
WFIL, Philadelphia, Pa.
ROBERTS, PETER
WNBC, N. Y., N. Y.
ROBINSON, DON
KIXL, Dallas, Texas
ROBINSON, PRESCOTT
WOR, N. Y., N. Y.
ROGERS, BOB
The World Today
WDAR, Savannah, Ga.
ROLLISON, FRED
WFIE, Evansville, Ind.
ROPER, ELMO
Political Analyst
NBC
ROPER, GENE
WHBQ, Memphis, Tenn.
ROPP, JOHN
WCOS, Columbia, S. C.
ROSAMOND, ROBERT
WTBO, Cumberland, Maryland
ROSS, CHARLES
Background to News
WMOU, Berlin, N. H.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSS, SAM
Sam Ross Reports
CKWX, Vancouver, B. C.
ROTH, JOE, JR.
KWPC, Muscatine, Iowa
ROULEAU, GREG
Front Page of the Air
KXGI, Fort Madison, Iowa
RUMMINGER, ELMER
WMUU, Greenville, S. C.
RUNYON, BOB
WOOD, Grand Rapids, Mich.
RUSSELL, DAVE
KFDM, Beaumont, Texas
RUSSELL, DON
WABD, New York, N. Y.
RUSSELL, FLOYD
Labor News
WWCA, Gary, Ind.

— S —

SAGUE, S. R.
WSRS, Cleveland, Ohio
ST. LAWRENCE, ROBERT
Today's Headlines
WTOB-TV, Winston-Salem, N. C.
SALMON, DR. E. T.
CKOC, Hamilton, Ont., Canada
SANDERS, ALBERT
WMAS, Macon, Ga.
SANDERS, BOB
The World Today
KCBD-TV, Lubbock, Texas
SAUNDERS, C. J.
KCLS, Flagstaff, Arizona
SAVAGE, BOB
KGBC, Galveston, Texas
SAXE, JOHN
WISN, Milwaukee, Wisc.
SCHERER, RAY
NBC
SCHERMERHORN, JACK
WKOW, Madison, Wisc.
SCHEYING, KARL
WLAN, Lancaster, Pa.
SCHOENBRUN, DAVID
CBS Radios World News Roundup
CBS
SCHORR, DANIEL
Daniel Schorr and the News, Capitol Cloakroom
CBS
SCHOTTELKOTTE, AL
WSAI, Cincinnati, O.
SCHREIBER, ART
WHIZ, Zanesville, O.
SCHWEER, ROLAND
KRIO, McAllen, Texas
SCOTT, JOHN W.
KTSA, San Antonio, Texas
SCOTT, RICHARD
CKEY, Toronto, Ont., Canada
SEIBELS, GREN
WIS, Columbia, S. C.
SEIFERT, FRANK
WMIN, St. Paul, Minn.
SELINER, REG
CKCR, Kitchener, Ont.
SEMPRINI, EDGAR, JR.
Cape Comment
WOCB, W. Yarmouth, Mass.
SETTERS, JIM
KWBB, Wichita, Kan.
SEVAREID, ERIC
News Analysis with Eric Sevareid
SHACKLETTE, JAMES
WTCO, Campellsville, Ky.
SHADE, ROBERT
WTVP, Decatur, Ill.
SHADEL, BILL
CBS Radio's News of America
CBS
SHAND, JOHN V.
WMBG, WTVR; Richmond, Va.
SHAW, GORDON
Herald Reporter
WQAM, Miami, Fla.
SHEPHARD, JAY
KREL, Baytown, Texas
SHERMAN, JACK
KTVQ, Oklahoma City, Okla.
SHERWOOD, RALPH
WKBI, St. Marys, Pa.
SHINN, JUNEAU
Report to the Valley
KLIX, Twin Falls, Idaho
SHIPLEY, ROBERT
KENT, Shreveport, La.
SHIREY, AL
KVLC, Little Rock, Ark.
SHROYER, LARRY
WPRC, Lincoln, Ill.
SHUMATE, TOM
Evening Journal
KICD, Spencer, Iowa
SHUMWAY, HI
WASK, Lafayette, Ind.
SHUPE, EV
Wordseye View of the News
KLMR, Lamar, Colo.
SHURIAN, H. S., JR.
WARE, Ware, Mass.
SIEGRIST, BOB
WGST, Atlanta, Ga.
SINGISER, FRANK
Mutual
SINGLETON, JIM
KTAN, Sherman, Texas
SKINNER, GEORGE
WPTZ, Philadelphia, Pa.
SKINNER, RALPH
WLAM, Lewiston, Maine
SLATTON, JOHN L.
WJBB, Haleyville, Ala.
SMART, DWIGHT
KGEW, Boise, Idaho
SMILEY, TEX
KTSW, Emporia, Kansas
SMITH, ART
WFRO, Fremont, O.
SMITH, BECKLEY
KQV, Pittsburgh, Pa.
SMITH, DAVE
KVET, Austin, Texas
SMITH, DAVENPORT
WBRC, Birmingham, Ala.
SMITH, F. CORTNEY
WEOA, Evansville, Ind.
SMITH, HOWARD K.
World Affairs Report, CBS Radio's World News Roundup
CBS
SMITH, JIM
WTMC, Ocala, Fla.
SMITH, RALPH
WEHT, Henderson, Ky.
SMITH, STARR
WJRD, Tuscaloosa, Ala.
SMITS, LEE
WXYZ, Detroit, Mich.
SMOOT, DAN
KFAL, Fulton, Mo.
SNYDER, ARNOLD
WTTM, Trenton, N. J.
SOKOLSKY, GEORGE
ABC
SORENSON, FRED
WCIA, TV, Champaign, Ill.
SPRAGG, GRAYDON H.
News Around the Country
WHAI, Greenfield, Mass.
SPRAGUE, WILLIAM
NBC
SPAULDING, FRANCIS
WMUU, Greenville, S. C.
SPRY, DON E.
WJOI, Florence, Ala.
SQUIRES, ENOCH
WGY Traveler
WGY, Schenectady, N. Y.
STADLER, GLEN
KERG, Eugene, Ore.
STANFIELD, RAY
WIS, Columbia, S. C.
STANLEY, HAL
WNAO, Raleigh, N. C.
STANLEY, REX
KOY-TV, Phoenix, Ariz.
STANTON, ED
KPAM, Portland, Oregon
STARN, GENE
WKBN, TV, Youngstown, O.
STARR, HAL
KPDQ, Portland, Oregon
STEELE, JOHN W.
WFBR, Baltimore, Md.
STEIN, ELLIOTT
Views of the News
WBIS, Bristol, Conn.
STEWART, BILL
WPBC, Minneapolis, Minn.
STEWART, DEANE
KCBS, San Francisco, Cal.
STEWART, JACK
WRJM, Newport, R. I.
STEWART, WM. G.
Congressional Highlights
KFKA, Greeley, Colo.
STILLE, BERT
WHKC, Columbus, O.
STONER, PETE
WHAY, New Britain, Conn.
STOUT, NED C.
WCLT, Newark, Ohio
STRIPLING, LUKE
KSEY, Seymore, Texas
STRONG, JOHN A.
CKNX, Wingham, Ont.
KSEY, Wingham, Ont.
SULLIVAN, JOHN A.
Vermont News & Comment
WCAX, Burlington, Vt.
SULLIVAN, PAUL
WIP, Philadelphia, Pa.
SUMPF, RUSS
WBRY, Waterbury, Conn.
SUNKEL, CARL
WPRS, Paris, Ill.

SWAYZE, JOHN CAMERON
B. April 4, 1906, Wichita, Kans. Camel News Caravan, Sightseeing with the Swayzes: NBC-TV; John Cameron Swayze Reports, NBC

SWING, WILLIAM
KPTV, Portland, Ore.

— T —

TAFF, PAUL K.
WTVP, Decatur, Ill.
TAKLES, LOWELL E.
WAUD, Auburn, Ala.
TALBOT, BILL
KMTV, Omaha, Neb.
TAYLOR, HENRY J.
Your Land and Mine
ABC

TAYLOR, GEO. E.
Taylor Reports
KING-TV, Seattle, Wash.
TAYLOR, PAUL
KYW, Philadelphia, Pa.
TAYLOR, S. BRYDEN
WVPO, Strousburg, Pa.
TAYLOR, VESTAL
News Commentary
WFNC, Fayetteville, N. C.
TEMBY, BRITT
WKNX, Saginaw City, Mich.
TEMPLE, AL
WKCT, Bowling Green, Ky.
TEMPLE, FRED
Granger News
WDSR, Lake City, Fla.
TERRY, JOHN
Ohio Go Round
WVKO, Columbus, Ohio
TERWEY, TYE
WMPS, Memphis, Tenn.
THAYER, WOODY
Vencie Reporter
WSPD, Sarasota, Fla.
THOMAS, LOWELL
Lowell Thomas and the News
CBS
THOMAS, LYNN C.
KWRO, Coquille, Oregon
THOMAS, WAYNE
KTIM, San Rafael, Cal.
THOMPSON, BOB
WRAL, Raleigh, N. C.
THOMPSON, JIMMY
WJJL, Niagara Falls, N. Y.
THORNE, TED
Covering Calumet
WWCA, Gary, Ind.
THORNLEY, HENRY
KROY, Sacramento, Cal.
TIGHE, JAMES
WFHR, Wisconsin Rapids, Wisc.
TILLMAN, JOHN
WPIX, New York, N. Y.
TODD, JACKIE
KJEF, Jennings, La.
TOMPKINS, BILL
Sojio Reporter
WTAM, Cleveland, Ohio
TORINUS, JOHN B.
WJPG, Green Bay, Wisc.
TOWNSEND, DALLAS
CBS Radio's World News Roundup
CBS
TRAVIS, FULTON F.
KREW, Sunnyside, Wash.
TREETER, RAYS
WKOW, Madison, Wisc.
TRELAND, MILLARD
KOMO, Seattle, Wash.
TRIBOLET, PROF. L.
Trend of the Times
WLAD, Danbury, Conn.
TROTTER, JOHN
Stories Behind the News
KRMG, Tulsa, Okla.
TROUT, ROBT.
Robert Trout and the News
CBS
TRUE, HAROLD
WWJ, WWJ-TV, Detroit, Mich.
TRUERS, BOB
WTAM, Charleston, S. C.
TUCKER, ED.
KOPO, Tucson, Arizona
TUCKER, JACK
WMBG, WTVR, Richmond, Va.
TURNER, ULMER
WBKB, Chicago, Ill.

— U —

UTLEY, CLIFTON
NBC, WMAQ, WNBQ, Chicago, Ill.

— V —

VABER, LARRY
WBRK, Pittsfield, Mass.
VALE, FRANKLIN S.
KLMX, Clayton, N. M.
VAN, LYLE
WOR, N. Y., N. Y.
VANDERCOOK, JOHN W.
CIO News
ABC
VAN HORN ,ARTHUR
ABC
VAN TOL, TOM
Van Tol Edits the News
WGRD, Grand Rapids, Mich.
VARGAS, REYES
WITA, San Juan, P. R.
VELAZQUEZ, DIAZ
WKVM, San Juan, P. R.
VIFRA, GABRIEL
WHLI, Hempstead, N. Y.
VINGI, RAYMOND
WKWK, Wheeling, W. Va.
VINSON, AL W.
WGEZ, Beloit, Wisc.
VOGEL, PHIL
WKNA, Charleston, W. Va.
VOGELMAN, ROY
WHA, Madison, Wisc.
VON BERGEN, JOHN
WARM, WARM-TV, Scranton, Pa.
VON TOBEL, PHILIP
Van Tobel & News
WATR, Waterbury, Conn.

— W —

WADE, TOM
WIMA, Lima, Ohio
WALKER, FRANKIE C.
WFOY, St. Augustine, Fla.
WALLACE, ED
WNBK, Cleveland, O.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALTERS, DICK
WBBF, Rochester, N. Y.
WARD, JIM
CKOY, Ottawa, Ont., Canada
WARDLE, DENNIS
5 Star Final
KCSB, San Bernardino, Cal.
WARNER, CARL
WJJD, Chicago, Ill.
WARNER, FORD
KXOB, Stockton, Cal.
WARNER, PHILLIS
WRMN, Elgin, Ill.
WASHINGTON, CHESTER
Covering the Town
KOWL, Santa Monica, Cal.
WATTS, BILL
WTSP, St. Petersburg, Fla.
WAYMAN, KEN
KFOR, Lincoln, Neb.
WELCH, ED
KWBE, Hutchinson, Kan.
WELCH, JOE
WSAR, Fall River, Mass.
WELCH, WALT
KTVA, Anchorage, Alaska
WELDON, JACK
Between the Lines
WAIR, Winston-Salem, N. C.
WELLS, H. W.
WFMW, Madisonville, Ky.
WENTZEL, DICK
WPAZ, Pottstown, Pa.
WEST, BILL
KPBM, Carlsbad, N. Mex.
WEST, KELLY
KLYN, Amarillo, Texas
WESTBROOK, TED
WKBV, Richmond, Ind.
WESTON, DON
KGVO, Missoula, Mont.
WHELAN, MARTIN
WKBZ, Muskegon, Mich.
WHITE, HY
WLBR, Lebanon, Pa.
WHITE, PAUL W.
Speaking of San Diego
KFMB, San Diego, Cal.
WHITE, THOMAS
KTOE, Mankato, Minn.
WHITFORD, R. A.
Whitford Commentary
WHLS, Port Huron, Mich.
WICKENBER, CHARLES, JR.
WMSC, Columbia, S. C.
WIDMARK, HERBERT
WFTV, Duluth, Minn.
WIGGINTON, BILL
KELO, Sioux Falls, S. D.
WILFY, VIC
Tri-County Comments
WWSC, Glens Falls, N. Y.
WILKINS, PATRICK
Report to the Valley
KSRV, Ontario, Oregon
WILLIAMS, DOC
WADC, Akron, Ohio
WILLIAMS, GLENN
WNDR, Syracuse, N. Y.
WILLIAMS, PAUL
WWJ, Detroit, Mich.
WILLIAMSON, BRUCE
WHIM, Providence, R. I.
WILLIAMSON, HENRY B.
KGUL, Galveston, Texas
WILLIS, ED
WWJ, Detroit, Mich.
WILSON, BOB
KWYO, Sheridan, Wyo.
WILSON, BOB
NBC TV
WILSON, JOSEPH J.
WPLA, Plant City, Fla.
WILSON, PHIL
Voice of the News
WEEK, Peoria, Ill.
WILSON, RAY
KFMB, San Diego, Cal.
WINCHELL, WALTER
ABC, ABC-TV
WINGATE, JOHN
WNBT, WNBC, New York
WINTER, WILLIAM
KPIX, San Francisco, Cal.
WOLF, JOHN ALLEN
WSFA, Montgomery, Ala.
WOOD, LEE
KHJ, Los Angeles, Cal.
WORKHOVEN, MERRILL
WOW, Omaha, Neb.
WORKMAN, W. D. JR.
WIS, Columbia, S. C.
WRIGHT, HOLLY
Today in Washington
WNBW, Washington, D. C.
WRIGHT, RICHARD
Herald Reporter
WQAM, Miami, Fla.
WYMAN, NAL
KALL, Salt Lake City, Utah

— Y —

YAEGER, DON
WSMI, Litchfield, Ill.
YOUNG, JIM
KROW, Oakland, Cal.

— Z —

ZEGERMAN, LOU
KZTV Reno, Nev.
ZEIDMAN, IRVING
WSMB, New Orleans, La.
ZEIGIN, JACK
WING, Dayton, O.
ZIEBARTH, DR. E.
WCCO, Minneapolis, Minn.
ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

Bright Future Seen For Transcription Services

By A. B. SAMBROOK

Manager

Recorded Program Services, Thesaurus and Syndicated Sales

I'M sure it's no news to anyone in the broadcasting industry that we're now going through a period of transition. Bound up as it is with the industry, RCA Thesaurus, together with every other transcription library, will be affected by the changes that come about through this transition.

What do I think this will mean to transcription libraries? I think that it can mean nothing but good. Let me explain.

Now that the freeze is off, television stations are sprouting up all over the country. It's only a question of time, then, until TV evolves from a high-priced advertising medium to a lower-priced one.

Let's take a look at the localities where this has already begun to happen. How has the competition been met? Some radio stations have invested a large part of their time in the "music and news" formula. Either they have scheduled long hours of "mood music" with participating sponsors, or they've extended their disc jockey time. Is this the answer?

On first examination, it might appear to be, but let's take a closer look; let's ask a few questions. Is the "music and news" audience unlimited? Obviously, no. It would seem likely, then, that the stations doing the best programming job for both his listeners and his advertisers will win out.

Next question: How many top disc jockeys can one town produce? As anyone in the broadcasting business knows —not many, not nearly enough.

A few more questions: With either of these two applications of the "music and news" fomula, is the best interest of the advertiser served?

Is it possible for the local advertiser to identify his product or services with really big name talent, with a show that produces proven results? Is it possible for the advertiser to merchandise his radio time? Can he tie in newspaper ads and point-of-sale displays with a spot announcement? Again, obviously, no on both counts.

Actually, then, there is really only one way for the broadcaster to give the advertiser more than ever before at very low cost and thereby beat competition. A library service — as exemplified by RCA Thesaurus—is the answer.

For an unbelieveably small investment, broadcasters can acquire the personalized services of name shows like the famous Phil Spitalny, and his All Girl Orchestra and Evelyn in the role of emcee, The Sammy Kaye Show, "The Freddie Martin Show." And this is only the beginning of what RCA Thesaurus offers its subscribers.

Promotion kits, supplied by RCA Thesaurus, give the advertiser every opportunity to fully merchandise his radio purchases: ad mats, tie-in announcements, and publicity stories for local release, give the advertiser a planned and packaged campaign.

All of this is just a part of the RCA Thesaurus' regular service. And we are continually working with the future in mind. To demonstrate: Only a few months ago RCA Thesaurus presented its new subscribers with what was practically a gift—and a very valuable gift at that—1,600 singing jingles to fill the needs of every conceivable type of local advertiser. Recently, we announced the signing of June Valli as a new RCA Thesaurus artist. By the time this is published we will have announced the acquisition of the Melachrino Strings. Melachrino is being presented by us in a show entitled "The Melachrino Musicale." This program is of a calibre that would have been available only on a high-priced network show a few years ago. And in the months to come, RCA Thesaurus will announce even more exciting news about new shows, new big name artists, new sales tools, new promotions that will give the local advertiser even more than ever before for his advertising dollar.

DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1953

☆

— A —

ACEVEDO, TOMMY
WKVM, San Juan, P.R.
ACREE, JIMMY
WAGF, Dotham, Ala.
ACUUFF, JACK
KFOX, Long Beach, Cal.
ADAMS, BOB
Top Twenty Tunes
KFH, Wichita, Kan.
ADAMS, CHAS.
Sunrise Salute
WTAN, Clearwater, Fla.
ADAMS, CLIFF
KTOE, Mankato, Minn.
ADAMS, JIM
Nite Club Of The Air
WSTV, Steubenville, O.
ADAMS, JOE
Mayor Of Melody Show
KOWL, Santa Monica, Cal.
ADAMS, WESS
WKRT, Cortland, N. Y.
ALBERGHINI, HAL
Krackpot Kollege
WCOU, Lewiston, Me.
ALEXANDER, DAN
Matinee Showcase
KORA, Bryan, Texas
ALEXANDER, KURT
Roll Jordan
WEAS, Decatur, Ga.
ALLEN, BILL
WLAC, Memphis, Tenn.
ALLEN, DAVE
Rise & Shine
WJEJ, Hagerstown, Md.
ALLEN, GARY
Disc Derby
KFRU, Columbia, Miss.
ALLEN, LEN
KLO, Ogden, Utah
ALLEN, LLOYD
KCLS, Flagstaff, Arizona
ALLEN, PAUL
KCLS, Flagstaff, Arizona
ALLEN, ROGER
WOTW, Nashua, N. H.
ALLEN, TIONY
Music For You
WPIK, Alexandria, Va.
ALTMAN, LEN
Music in the Night
WSAR, Fall River, Mass.
AMOLE, GENE
Amole's Corner
KMYR, Denver, Colo.
AMOS, JOHNNY
Johnny's Band Box
KBAK, Bakersfield, Cal.
ANDERSON, BILL
WKDM, Des Moines, Iowa.
ANDERSON, ERNIE
Record Review
WHIM, Providence, R. I.
ANDERSON, JOHN
Musical Clock
WBAT, Marion, Ind.
ANDERSON, MARVIN
Requestfully Yours
KCIM, Carroll, Iowa
ANDREWS, JOHNNY
Johnny Andrews Musical
WTAM, Cleveland, Ohio
ANNONI, JERRY
KGYW, Vallejo, Cal.

APPLE, BILL
Bill Apple Show
KAYO, Seattle, Wash.
ARIM, TOM
Day-Dreamer
WSTV, Steubenville, O.
ARNOLD, CHARLES
WAFB, Baton Rouge, La.
ARREDONDO, FRANK
WKAQ, Santurce, P. R.
ART, BOBBY
RFD 1050 Party
WRFW, Eau Claire, Wis.
ARTHUR, SID
KSO, Des Moines, Iowa
AUGELLO, JOE
WJLB, Detroit, Mich.
AUSTIN, DICK
Evening Melodies
KNOX, Grand Forks, N. D.
AVERY, BEN
Call Of The Rockies
KOA, Denver, Colo.
AYRES, ART
Tops In Pops
KODI, Cody, Wyo.

— B —

BACKMAN, HARVEY
Record Party
KOOK, Billings, Mont.
BAILEY, BILL
Welcome Inn
KRIZ, Phoenix, Ariz.
BAILEY, CARL
Jack The Earlybird
KBIG, Avalon, Cal.
BAILEY, JIM
1240 Juke Box
KRDU, Dinuba, Cal.
BAILEY, WILLIAM
Bill Bailey Show
WIBV, Belleville, Ill.
BAINTER, JACK
Music For Monday
KHQ, Spokane, Wash.
BAKER, BABE
Harlem Express
WSAI, Cincinnati, O.
BAKER, BILL
Western Caravan
WMIK, Middlesboro, Ky.
BAKER, BOB
KORK, Las Vegas, Nev.
BAKER, PAUL
Rise & Shine
WLAD, Danbury, Conn.
BALDWIN, BUD
Best of Baldwin
WING, Dayton, O.
BALDWIN, CLYDE
KDMS, El Dorado, Ark.
BALDRIDGE, GENE
Gene's Record Shop
WSIP, Paintsville, Ky.
BALL, BOB
WMUU, Greenville, S. C.
BANKSTON, BOB
Sunrise Serenade
WSPC, Anniston, Ala.
BANNINGER, DOREEN
WIEL, Elizabethtown, Ky.
BARBER, BILL
Music Hall Matinee
WJR, Detroit, Mich.

BARBER, PAUL
Spanish Hour
KVOE, Santa Ana, Cal.
BARCLAY, AL
Danceland
WAMS, Wilmington, Del.
BARLOW, JACK
WQUA, Moline, Ill.
BARLOW, JAY
Mantrip
WHLN, Harlan, Ky.
BARNARD, DALLAS
KOL Karnival
KOL, Seattle, Wash.
BARNES, CHRIS
Late Date
WALE, Fall River, Mass.
BARON, HENRY
Mood Indigo
WSSV, Petersburg, Va.
BARR, FRED
Spiritual Time
WWRL, N. Y., N. Y.
BARRETT, BILL
WCJU, Columbia, Miss.
BARRY, DONALD, J.
Journey Into Melody
WIKE, Newport, Vermont
BARRY, GENE
Swing With Wing
WING, Dayton, O.
BARTTER, BOB
Musical Variety
KNEX, McPherson, Kan.
BEAGIE, DALE
Show That Dale Built
CKRD, Red Deer, Alta.
BEAULIEU, BOB
CJEM, Edmundston, N. B.
BEAULIEU, REMI
CJFP, Riviere Du Loup, Que.
BEAVER, WIN
Ole BM
WMOX, Meridian, Miss.
BECK, TOM
Tom's Turnstable
KTLW, Texas City, Tex.
BEECHER, DON
Nite Flite
WEOA, Evansville, Ind.
BEECHER, FRANK
Showcase
WKLO, Louisville, Ky.
BEGHOLD, KENNETH
WGBI, Scranton, Pa.
BEKAS, TONY
WKAP, Allentown, Pa.
BELL, DON
KRNT, Des Moines, Iowa
BELL, GENE
Heller's Hour
KYOS, Merced, Cal.
BELLE, JOHNNIE
The Bellboy Show
WDOG, Marine City, Mich.
BENEDICT, GORDON
WMMW, Meriden, Conn.
BENHAM, DICK
WBET, Brockton, Mass.
BENNETT, FRED
WPEN, Phila., Pa.
BENNETT, JACK
WPTR, Albany, N. Y.
BENNETT, AL
Musical Menu
WHLI, Medford, Mass.

BENNETT, MARGARET
WESC, Greenville, S. C.
BENTON, DOUG
WMGY, Montgomery, Ala.
BENTON, LOU
WAPX, Montgomery, Ala.
BERG, ALLAN
Tops in Pops
KRKD, Los Angeles, Cal.
BERGNER, CARL
Early Risers
WLAV, Grand Rapids, Mich.
BERRY, JACK
To The Ladies
WIOD, Miami, Fla.
BERRY, JAMES F.
Berry's Bandstand
WDBO, Orlando, Fla.
BERRY, JOHN
WGBF, Evansville, Indiana
BETHEA, FRED
Musical Clock
WTMC, Ocala, Fla.
BICLLEY, ALAN
Dream Street
KTUL, Tulsa, Okla.
BINETTE, BOB
Dream Street
KTUL, Tulsa, Okla.
BINGE, RALPH
Gentile & Binge
WJBK, Detroit, Mich.
BIRRELL, HARRY
Day-Breaker
WSTV, Steubenville, O.
BLACKWELL, DILLARD
WLOE, Leaksville, N. C.
BLAIR, BILL
Moonlite Moods
KOME, Tulsa, Okla.
BLAIR, CHUCK
WFRX, W. Frankfort, Ill.
BLAIR, HARRY
Late Date
WGL, Ft. Wayne, Ind.
BLAKE, ALIX
Star Dreams
WABY, Albany, N. Y.

BLOCK, MARTIN
Make Believe Ballroom, WNEW, New York
Make Believe Ballroom, WABC, ABC

BLUM, GEORGE
KORN, Mitchell, S. D.
BASSETT, BOB
Roseland Revue
WPEP, Taunton, Mass.
BASSETT, JOHN
PM 1230 Club
WNEB, Worcester, Mass.
BATCHELDER, BOB
WEAN, Providence, R. I.
BATEY, HUGH
WPDQ, Jacksonville, Fla.
BOBROW, NORM
Bandstand
KXA, Seattle, Wash.
BOHRER, ROBERT
Mailbag Matinee
WGVA, Geneva, N. Y.
BOIGT, WALLY
Off The Record
WAIR, Winston-Salem, N. C.
BOLIN, ART
Dream Train
WARM, Scranton, Pa.
BONNER, ED.
St. Louis Ballroom
KXOK, St. Louis, Mo.
BOOTH, JIMMY
Music At Your Request
WMGR, Bainbridge, Ga.
BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.
BORRELLI, RALPH
WJMJ, Philadelphia, Pa.
BORT, KEN
Snakeriver Stampede
KFXD, Nampa, Idaho
BOWDEN, JAMES
Juvenile Junction
KTIP, Porterville, Cal.
BOWEN, HAL
Alarm Clock Club
KODI, Cody, Wyo.
BOWERS, BUD
WSBA, York, Pa.
BOWERS, JACK
Platter Party
WMCK, McKeesport, Pa.
BOWERS, TOM
Morning Special
WLAG, Lagrange, Ga.
BOWLES, FRAN
Hi Neighbor
WOAP, Owosso, Mich.
BOWMAN, GENE
Off the Record
KIBL, Beeville, Tex.
BOYD, ALBERT
Ole Korral
WBIP, Booneville, Miss.
BRANCH, GEORGE
WELC, Welch, W. Va.
BRANDNER, CHUCK
No Name
WRMN, Elgin, Ill.
BRANDT, JACK
Variety Time
WITZ, Jasper, Ind.
BRANT, BILL
WJAS, Pittsburgh, Pa.
BRAY, AL
Jukebox Matinee
WKNB, New Britain, Conn.
BRAY, ED.
Sunrise Serenade
WKTG, Thomasville, Ga.
BRETAG, JERRY
WLP, La Salle, Ill.
BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.
BRINGIER, ERNEST
Ernie "The Whip"
WMRY, New Orleans, La.
BROCK, RAY
Big Three
WHBY, Appleton, Wis.
BRODE, BUDDY
WNAR, Norristown, Pa.
BROOKS, AL
Platter Party
WIBC, Indianapolis, Ind.
BROOKS, JACK
WCCC, Hartford, Conn.
BROOKS, JIM
KMOD, Modesto, Cal.
BROOKS, KIRBY
Kirby Brooks Show
WQAM, Miami, Fla.
BROOKS, MARK
WNRC, New Rochelle, N. Y.
BROOKS, PHIL
WKPA, New Kensington, Pa.
BROOKS, VANCE
WGCD, Chester, S. C.
BROWN, ART
Art Brown Show
WWDC, Washington, D. C.
BROWN, BILL
AM 1230 Club
WNEB, Worcester, Mass.
BROWN, DON
Time Out With Music
CKFI, Ft. Frances, Ont.
BROWN, FLOYD
Mr. D. J.
WEAR, Pensacola, Fla.
BROWN, KEITH
KFDA, Amarillo, Tex.
BROWN, PAT
Quartet Time
KAPK, Minden, La.
BROWN, RHODA
Ted And Rhoda Brown Show
WMGM, New York, N. Y.
BROWN, SAM
WARL, Arlington, Va.
BROWN, TED
Ted Brown Show
WMGM, New York, N. Y.
BROWNELL, LARRY
Larry Brownell Show
WHHH, Warren, Ohio
BRYANT, JAY
KOCA, Kilgore, Texas
BRYANT, WILLIE
After Hours Swing Session
WHOM, N. Y., N. Y.
BUCK, GEORGE, JR.
WJNO, W. Palm Beach, Fla.
BULL, FRANK
America Dances
KFWB, L. A., Cal.
BULLOCK, SHEL
Juke Box Serenade
WWSC, Glens Falls, N. Y.
BURFORD, BILL
Morning on the Mahoning
WHHH, Warren, Ohio
BURTON, BOB
Breakfast With Burton
WEEK, Peoria, Ill.
BURNETTE, DAL
WMBG, Richmond, Va.
BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.
BURGE, HARRY
Jukebox Serenade
WQAM, Miami, Fla.
BURKHART, KEN
KLBS, Houston, Tex.
BURGESS, RALPH
Open House
WGBA, Columbus, Ga.
BURKS, SPIDER
House of Joy Show
KXLW, St. Louis, Mo.
BUSTARD, HAROLD
KGEZ, Kalispell, Mont.
BUTLER, JIM
KMOX, St. Louis, Mo.
BUTLER, SHERM
Record Shop
WMAL, Washington, D. C.
BUZZARD, DICK
WELM, Elmira, N. Y.

— C —

CADDELL, GRAHAM
WJMX, Florence, S. C.
CAFFREY, BOB
WOOD, Grand Rapids, Mich.
CALDWELL, LARRY
WPIC, Sharon, Pa.
CALLAHAN, CHARLES W.
Lucky Seven
WESB, Bradford, Pa.
CALVERT, BOB
WTIP, Charlestown, W. Va.
CAMPBEL, JIM
WATM, Atmore, Ala.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, GEORGE
WHLD, Niagara Falls, N. Y.
CAMPERSON, BILL
WHOL, Allentown, Pa.
CAMPO, TONY
Midnight Flyers
WEDC, Chicago, Ill.
CAPPS, JIMMY
Our Best To You
WPTF, Raleigh, N. C.
CAREY, STAN
Hi Neighbor
WGAC, Augusta, Ga.

CARLETON, LAD
1580 Club
WFGM, Fitchburg, Mass.

CARLSON, TED
WTAQ, Lagrange, Ill.

CARMACK, ALLEN
KVCV, Redding, Cal.

CARPENTER, BOB
Masquerade Bandstand
WDBQ, Dubuque, Iowa

CARR, ROY
Record Shop
WLOL, Minneapolis, Minn.

CARRINGTON, JIM
WLEU, Erie, Pa.

CARROLL, RAY
After Hours Swing Session
WHOM, N. Y., N. Y.

CARTER, DIAMOND
WMFR, High Point, N. C.

CARTER, LEROY
Carter's Clambake
KCTX, Childress, Tex.

CARVER, JOHN
KODY, North Platte, Neb.

CASE, HARRY
Music in the Air
WHIM, Prov., R. I.

CASERSON, CARL
Friendly Time
KDAL, Duluth, Minn.

GAUDILL, CARL B.
WFTC, Kinston, N. C.

CHAMBERS, BOB
Musical Capers
WEBK, Tampa, Fla.

CHAMBERS, JOELYN
Jo's House
KANE, New Iberia, La.

CHAMBURS, PAT
Gulf Coast Serenade
WFLA, Tampa, Fla.

CHANDLER, JOEL
WJOY, Burlington, Vermont

CHAPMAN, FRED
WBAX, Wilkes Barre, Pa.

CHAPMAN, GLEN
Supper Club
KOLS, Pryor, Okla.

CHAPMAN, JERRY
The Lowdown
WIRE, Indianapolis, Ind.

CHAPMAN, RALPH
Platter Playhouse
WHAV, Haverhill, Mass.

CHARLES, PRESTON
Top Five
WAGA, Atlanta, Ga.

CHASE, EDDIE
Eddie Chase Show
CKLW, Detroit, Mich.

CHASMAN, POLA
The Pola Chasman Show
WQXR, New York

CHASUK, DAVE
Danceable Ditties
KTIM, San Rafael, Cal.

CHRISTIAN, JERRY
KGYW, Vallejo, Cal.

CHRISTIANSON, CHRIS
KLFY, Lafayette, La.

CHRISTIE, MIKE
CKCR, Kitchener, Ont.

CHURCHILL, DON
KWBR, Oakland, Cal.

CLARK, CHRIS
1230 Club
WBSM, New Bedford, Mass.

CLARK, DANNY
The Danny Clark Show
WTAR, Savannah, Ga.

CLARK, DOCK
Caravan of Music
WFIL, Phila., Pa.

CLARK, JOHN
Date With Rhythm
WPRC, Lincoln, Ill.

CLARK, JOHN
WKAI, Macomb, Ill.

CLARKE, DEL
WJMR, New Orleans, La.

CLARKE, ROBERT
Night Owl
WRTA, Altoona, Pa.

CLAY, TOM
Sunrise Serenade
WKOP, Binghamton, N. Y.

CLAYTON, JOHN
Happy Days
WRFW, Eau Claire, Wis.

CLEMENT, JOHNNIE
Record Shop
WKLV, Blackstone, Va.

CLEMENTS, CLEM
Clem's Chicken Coop
KLEA, Lovington, N. M.

CLIFFORD, BILL
Bill Clifford Show
KWRN, Reno, Nev.

CODY, WAYNE
KALL, Salt Lake City, Utah

COLONE, ANN
WGL, Ft. Wayne, Ind.

COLVIN, LOU
KOL, Seattle, Wash.

COLLETTE, JACK
WHJC, Matewan, W. Va.

COLLIER, ART
WPKE, Pikeville, Ky.

COLLINS, PAUL
Super Serenade
KFRD, Rosenberg, Texas

COMER, FRANK
Top Twenty
WLAD, Danbury, Conn.

CONNORS, BOB
Club Jet
WJET, Erie, Pa.

LARRY FINLEY
KFWB
Los Angeles
Broadcasting from
The
LARRY FINLEY
RESTAURANT
on the Sunset Strip

POLA CHASMAN
DRAMA DISC JOCKEY
ON
WQXR
Thursday — 9:05 to 9:30 p.m.

CONRAD, BOB
Platter Time
WJJJ, Montgomery, Ala.
COOK, BILL
Musical Caravan
WAAT, Newark, N. J.
COOK, DICK
Musical Caravan
WAAT, Newark, N. J.
COOK, DICK
WMPS, Memphis, Tenn.
COOK, VERN
980 Melody Lane
WTRY, Troy, N. Y.
COOPER, ALEX
KLAC, Los Angeles, Cal.
COOPER, JACK L.
WSBC, Chicago, Ill.
COPE, FRANK
KJBS, San Francisco, Cal.
COPE, FRANK
Ole Lazy Man
WFBC, Greenville, S. C.
COREY, RICHARD
KCSU, Provo, Utah
COUGHLIN, LOU
WCLI, Corning, N. Y.
COURTNEY, DEL
KLX, Oakland, Cal.
COWELL, ED
WCYB, Bristol, Va.
CRAGER, BOB
Melody Matinee
WWCO, Waterbury, Conn.
CRANE, DICK
Coffee Club
KNEA, Jonesboro, Ark.
CRAWFORD, DALE
Night Train
WOAY, Oak Hill, W. Va.
CROFT, DON
Housewives Matinee
KFPW, Ft. Smith, Ark.
CROUCH, AL
Pak-a-Sak Time
WJBO, Baton Rouge, La.
CROUTER, WALLY
CFRB, Toronto, Ont.
CROWLEY, RICHARD
Crowley Calling
WJIM, Lansing, Mich.
CUMMINGS, AL
King's Klock
KING, Seattle, Wash.
CUMMINS, ED
WQBC, Vicksburg, Miss.
CURL, RONNIE
KURV, Edinburg, Texas
CURRY, RAY
KVON Bandstand
KVON, Napa, Cal.
CURTIN, BOB
KTNM, Tucumcari, N. Mex.
CURTIS, BILL
KALL, Salt Lake City, Utah
CURTIS, RAY
WCLD, Cleveland, Miss.

— D —

DAIGRE, ROLAND
Top Twenty
WAFB, Baton Rouge, La.
DAHLSTROM, EARL
KRJF, Miles City, Montana
DALE, REX
Make Believe Ballrooms
WCKY, Cinn., O.
DALE, WILLIAM
WTAO, Cambridge, Mass.
DAMIREZ, DAN
KWED, Seguin, Texas
DANIELS, DAN
Dan Daniels Show
WKMI, Kalamazoo, Mich.
DARBY, JOE
WEVA, Emporia, Va.
DARIEN, FRANK
Frank's Juke Box
KSJO, San Jose, Cal.
DARNELL, TRUMAN
1270 Jamboree
WGBA, Columbus, Ga.
DARY, ALAN
Dary-Go-Round
WORL, Boston, Mass.
DAVIES, BUD
Your Boy Bud
CKLW, Detroit, Mich.
DAVIS, BILL
KPLT, Paris, Texas
DAVIS, CHUCK
Nightrider
KFPW, Ft. Smith, Ark.
DAVIS, DAN
Dan's Downbeat
KCTX, Childress, Tex.
DAVIS, DAVE
Mid Day Magic
KOME, Tulsa, Okla.
DAVIS, DON
Riki Tik
KFRC, S. F., Cal.
DAVIS, GENE
Request Review & Matinee
WAKR, Akron, O.
DAVIS, GEOFF
WROW, Albany, N. Y.
DAVIS, HAL
Breakfast Nook
KVOE, Santa Ana, Cal.
DAVIS, JACK
WKOZ, Koscuisko, Miss.
DAVIS, NORM
The Record Shop
WRAI, Craig, Colo.
DAVIS, TONY
Harlem Hit Parade
KTOW, Okla. City, Okla.
DAVIS, WENDELL
WBAC, Cleveland, Tenn.
DAVISON, ROGER
Night Mare Inn
WIBR, Baton Rouge, La.
DAWES, WILLIAM
WCPO, Cincinnati, O.
DAWSON, JACK
CKTB, St. Catherines, Ont.
DAY, GEORGE
KERO, Bakersfield, Cal.
DEAL, ARCHIE
WIRC, Hickory, N. C.
DEAL, JACK
Jack Deal Show
WHCU, Ithaca, N. Y.
DEAN, DON
1500 Club
WABJ, Adrian, Mich.
DEAN, JOHN W.
WDNC, Durham, N. C.
DEANE, JOE
KQV, Pittsburgh, Pa.
DECK, STAN
Stan's Deck Party
KMON, Great Falls, Mont.
DeHAVEN, BOB
Card's Corral
WCCO, Minneapolis, Minn.
DeMARSE, BILL
WJOY, Burlington, Vermont
DeMICHELE, JIM
Musically Yours
WBIS, Bristol, Conn.
DEMING, CHARLIE
Gloom Chaser
WKPT, Kingsport, Tenn.
DENNIS, LOU
Song & Dance Club
WCOU, Lewiston, Maine
DENSON, BOB
Midday Revue
KYW, Philadelphia, Pa.
DENT, AL
KLRA, Little Rock, Ark.
DENT, LARRY
Nightcap
WMAN, Mansfield, O.
DERBACK, ED
All Time Hit Parade
CKY, Winnipeg, Man.
DERRICK, JIM
Swing Out Sweet Music
WPLA, Plant City, Fla.
DESMOND, ED
Top O' The Morning
WINA, Charlottesville, Va.
DeSUZE, CARL
WBZ, Boston, Mass.
DEVON, PRU
WQXR, N. Y., N. Y.
DEXTER, RON
KFRD, Rosenberg, Texas
DICKSON, BILL
Hillbilly Hits
WTWA, Thomson, Ga.
DIEHL, BILL
Diehl 'n' Music
WMIN, St. Paul, Minn.
DILL, GLEN
The Sundial
WTSP, St. Petersburg, Fla.
DILLARD, SAM
Fat Sam
WPNX, Phenix City, Ala.
DILLNER, BILL
The Bandwagon
WCNT, Centralia, Ill.
DiSALVO, HUGO
Hugo's Handout
WIOU, Kokomo, Ind.
DIXON, DAVE
Rhythm & Blues
KSTL, St. Louis, Mo.
DIXON, JOHN
WALA, Mobile, Ala.
DIXON, PAUL
The Paul Dixon Show
DUMONT
DIXON, RANDY
WDAS, Phila., Pa.
DOBBINS, JOE
WCOL, Columbus, Ohio
DOBBS, JACK
WZOB, Ft. Wayne, Ala.
DODD, LARRY
WKEY, Covington, Va.
DONAHUE, PAT
Moby Dick Club
WALE, Fall River, Mass.
DONALDSON, FRANK
Lamplighter
WTIX, New Orleans, La.
DONALDSON, SAM
Sam's Show
KEPO, El Paso, Tex.
DONNELLY, BOB
Music Till Midnight
CFOR, Orillia, Ont.
DONOVAN, JERRY
Jamboree
WOPI, Bristol, Tenn.
DOREMUS, JOE
Early Bird Show
KRMG, Tulsa, Okla.
DORSEY, JOE
Wire Request
WEMP, Milwaukee, Wis.
DOREY, RAY
Ray Dorey Show
WHDH, Boston, Mass.
DOTY, BILL
WENY, Elmira, N. Y.
DOUGHERTY, JIM
The Morning Show
WHOL, Allentown, Pa.
DOUGLAS, MERLE
Merle Douglas Show
KMA, Shenandoah, Ia.
DOUTHITT, BILL
KGPH, Phoenix, Arizona
DOW, W. C.
Turntable Terrace
WCAX, Burlington, Vt.
DOWDY, JIM
Country Junction
WMOX, Meridian, Miss.
DOWLING, AL
WZOB, Fort Payne, Ala.

DOWNEY, GEORGE
WEAN, Providence, R. I.
DOWNEY, JACK
WGTH, Hartford, Conn.
DOWNING, DYER
KGY, Olympia, Wash.
DOYLE, EDWARD
WDNE, Elkins, W. Va.
DOYLE, JIM
KCKY, Coolidge, Arizona
DOYLE, JOHN
KILO, Grand Forks, N. D.
DRAKE, MYRON
Star Matinee
KTAR, Phoenix, Arizona
DRUM, DEWEY
Early Riser's Club
WSOC, Charlotte, S. C.
DUGDALE, CHARLIE
KFOR, Lincoln, Nebraska
DULANE, CHUCK
Chuck Dulane Show
WKAY, Silver Spring, Md.
DUMAS, ROLAND
Tops in Pops
WMAS, Springfield, Mass.
DUNBAR, ED
Cousin Ed Show
WBBQ, Augusta, Ga.
DUNBAR, JERRY
Wax Works
KHMO, Hannibal, Mo.
DUNCAN, JAMES
Motel Matinee
WGGH, Marion, Ill.
DUNN, TOM
WPEO, Peoria, Ill.
DURAND, THOMAS
WTTM, Trenton, N. J.
DURHAM, HAL
620 Club
WROL, Knoxville, Tenn.
DUTCH, HAL
WLAM, Lewiston, Maine
DUTRISAC, JEAN
Club 1450
CHEF, Granby, Que.
DUVAL, JACQUES
Paris Chante
CKCV, Quebec
DWELLEY, DALE
KVCV, Redding, Cal.
DYKE, VAN HENDRICK
WFUR, Grand Rapids, Mich.
DYER, WILLIAM
WKOK, Sunbury, Pa.

— E —

EAGER, BILL
KVLF, Alpine, Texas
EARLY, BOB
WALK, Patchogue, N. Y.
EASTMAN, JIM
Country Junction
WGAP, Maryville, Tenn.
EATON, BOB
WLEU, Erie, Pa.
EDMUUND, JOHN
Music Matinee
KISD, Sioux Falls, S. D.
EDMUNDSON, NEAL
Starlite Souvenirs
KSBW, Salinas, Cal.
EDWARDS, ACE
KWCB, Searcy, Ark.
EDWARDS, ALLYN
Wake Up Easy
WNBC, N. Y., N. Y.
EDWARDS, CHARLIE
Crackerjack Show
WPDQ, Jacksonville, Fla.
EDWARDS, GENE
Candlelight & Gold
KLIF, Dallas, Tex.
EDWARDS, JOAN
WCBS, N. Y., N. Y.
EDWARDS, MERLE
Caravan
WMIN, St. Paul, Minn.
EDWARDS, RICK
WRAC, Racine, Wis.
EGGLESTON, BILL
Barn Dance
WSWN, Belle Glade, Fla.
EICHHORN, ROBERT
Swingtime Serenade
WCLT, Newark, Ohio
EIGEN, JACK
Chez Show
WMAQ, Chicago, Ill.
EINARSON, DON
Club 1300
KOL, Seattle, Wash.
ELIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, BILL
Bill's Bandstand
WNOE, New Orleans, La.
ELLIOTT, GLENN
Spins & Needles
WANE, Ft. Wayne, Ind.
ELLISON, ED
Western Spotlight
KBTA, Batesville, Ark.
ELLISON, PAUL
WHAR, Clarksburg, W. Va.
EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kan.
EMM, LOU
Breakfast In Bedlam
WHIO, Dayton, O.
ENO, JACK
Musical Food Basket
WEBR, Buffalo, N. Y.
ERHARD, JIM
KAWT, Douglas, Arizona

ART FORD
PL 3-3300

MORT
NUSBAUM
on
ROCHESTER, N. Y.'s
Number 1
Radio and TV Station
WHAM; WHAM-TV

ERWIN, JIM
Smilin' Time
WMIX, Mt. Vernon, Ill.
EVANS, DONALD M.
Record Shop
WILE, Cambridge, O.
EVANS, GREGORY
Personality Time
WFAU, Augusta, Maine
EVANS, JOHN
WIS, Columbia, S. C.
EVANS, MARK
WTOP, Washington, D. C.
EVANS, SAM
Jam With Sam
WWCA, Gary, Ind.
EVERS, CHARLES
1490 Club
WHOC, Philadelphia, Miss.
EWING, JIM
WISN, Milwaukee, Wis.

— F —

FABELO, RUBEN
Fiesta En Tampa
WALT, Tampa, Fla.
FAGUE, DICK
WHAY, New Britain, Conn.
FANNING, WILLIAM
Up & At 'Em
KTNT, Tacoma, Wash.
FARLEY, KEN
KGEZ, Kalispell, Mont.
FARMER, JON
Early Worm
WAGA, Atlanta, Ga.
FARR, JIM
Platter Parade
KSTV, Stephenville, Tex.
FARREL, REED
Spins and Needles
KGBC, Galveston, Texas
FARRELL, LOYAL
Jam For Supper
KICD, Spencer, Iowa
FARRINGTON, ROBERT
WTNC, Thomasville, N. C.
FAULK, JOHN HENRY
WCBS, N. Y., N. Y.
FAWCETT, DON
Hour of Stars
CKWX, Vancouver, B. C.
FAYE, MARTY
Marty Faye Show
WAAF, Chicago, Ill.
FEILD, BILL
Prize Music
KERV, Kerrville, Tex.
FELDMAN, IRWIN
Stardust Special
WBIP, Booneville, Miss.
FENDER, HARRY
The Steeplechaser
KXOK, St. Louis, Mo.
FERLAND, EDWARD
Soft & Sweet
WBBF, Rochester, N. Y.
FERRIBY, E. O.
Ernie Ferriby Show
WHLS, Port Huron, Mich.
FIELDS, BENNY
Seeley and Fields
WMGM, New York, N. Y.
FIELDS, ERIC
Good Music Series
WNDR, Syracuse, N. Y.
FIELDS, JERRY
KBNZ, La Junta, Colorado
FILIPIAL, S. J.
Matinee at Sun-Up
WHRV, Ann Arbor, Mich.
FINCH, HOWARD
Mr. Music Maker
WJIM, Lansing, Mich.

FINLEY, LARRY
B. May 4, 1913, Syracuse, N. Y.
The Larry Finley Show, KFWB, Hollywood, Cal.; Hollywood Movie Premieres, WMGM, N. Y.; KLAC-TV, KECA-TV, KNXT-TV, Hollywood, Cal.
FISCHER, STEVE
WHLI, Hempstead, N. Y.
FISHER, EARL
Requestfully Yours
WVJS, Owensboro, Ky.
FITZGERALD
KOLD, Yuma, Ariz.
FLANAGAN, PAUL
Record Man
WTRY, Troy, N. Y.
FLANDERS, GUY
WJAT, Swainsboro, Ga.
FLINDERS, DON
Flinders Frolic
KLIX, Twin Falls, Idaho
FLYNN, JIM
KFRE, Fresno, Cal.
FOLAND, MYLES
WCOL, Columbus, Ohio
FONDELL, RALPH
WHJC, Matewan, W. Va.
FORBES, BILL
1350 Club
WNLK, Norwalk, Conn.
FORBES, JERRY
Melody Express
WMAS, Springfield, Mass.

FORD, ART
Milkman's Matinee
WNEW, New York
FORD, FRANK
WPEN, Phila., Pa.
FORD, LLOYD
Music Out Of The West
KAYS, Hays, Kan.
FORD, MILTON Q.
Prize Party
WWDC, Washington, D. C.
FORSTER, BOB
WSRS, Cleveland, O.
FORSYTHE, GRANT
Forsooth, It's Forsythe
CFOR, Orillia, Ont.
FOWLER, BILL
WGPC, Albany, Ga.
FOWLER, JIM
WGPC, Albany, Ga.
FRAME, CARL
Safeway Neighbor
KLCN, Blytheville, Ark.
FRANCIS, BILL
Saturday Nite Jamboree
WNHC, New Haven, Conn.

FRANKLIN, JOE
B. March 9, 1926, Bronx, N. Y.
Joe Franklin's Memory Lane, WABC
Joe Franklin's Memory Lane, WABC-TV, New York
FRANKMAN, DICK
WJEL, Springfield, Ohio
FRAY, JACQUES
WQXR, N. Y., N. Y.
FRAZIER, BOB
1230 Club
KRIZ, Phoenix, Ariz.
FRAZIER, HAL
WSTP, Salisbury, N. C.
FREED, ALAN
Moondog Show
WJW, Cleveland, O.
FRENCH, NED
Breakfast with Ned
WOND, Pleasantville, N. J.
FRICKE, ROGER
WBIW, Bedford, Ind.
FROST, DON
WLPO, La Salle, Ill.

FULLEN, GENE
Club 33
WBNS, Columbus, O.
FULLER, CHUCK
WLEE, Richmond, Va.

— G —

GABEHART, KEITH
Club 380
WLCK, Campbellville, Ky.
GAIL, MIKE
Spinner Sanctum
WHHH, Warren, Ohio
GAINES, CHUCK
Chuck Gaines Show
WLET, Toccoa, Ga.
GAINES, FOSTER
WLYC, Williamsport, Pa.
GALE, EDDIE
Wake Up Burlington
KBUR, Burlington, Iowa
GALE, JACK
WSRS, Cleveland, O.
GALGON, PAUL
WKAP, Allentown, Pa.
GALLAHER, EDDIE
Noondial
WTOP, Washington, D. C.
GAMBLING, JOHN
MUTUAL
GANNAWAY, TOM
Spincerely Yours
WRAD, Radford, Va.
GARDNER, BILL
KROS, Clinton, Iowa
GARDNED, BILL
WWPA, Williamsport, Pa.
GARDNER, BUD
Coffee Caravan
KTAE, Taylor, Texas
GARDNER, BUDDY
Jive Time
WHIT, New Bern, N. C.
GARDNER, JACK
Ranch Party
WBIP, Booneville, Miss.
GARDNER, JIM
Jim Gardner Show
WJTN, Jamestown, N. Y.
GARDNER, JOHN
WSDR, Sterling, Ill.
GARGANO, BILL
Sunnyside of the Street
WHTC, Holland, Mich.
GARLAND, HOWARD
Here's Garland
KFMB, San Diego, Cal.
GARNETT, PAUL
Music in the Blue of Evening
WHIM, Prov., R. I.
GARR, BILL
Bill Garr Show
KWKW, Pasadena, Cal.
GARRETT, RAND
Listeners Choice
KCNO, Acturas, Cal.
GASS, GEOFFERY
Club 10
KSRV, Ontario, Ore.
GASTON, MARCUS
KSIW, Woodward Okla.
GATLIN, JOHN
Yawn Patrol
WFMW, Madisonville, Ky.
GAY, CONNIE
WARL, Arlington, Va.
GEORGE, REAL
Real George Show
KXOB, Stockton, Al.
GENTILE, JOE
Gentile & Binge
WJBK, Detroit, Mich.
GENTILE, LARRY
WJBK, Detroit, Mich.
GERACI, JOE
KVLF, Alpine, Texas
GEREAU, RICK
KROS, Clinton, Iowa

GETCHEL, LARRY
Spinner Sanctum
KFGT, Fremont, Neb.
GIBBON, BILL
The Room
WANT, Richmond, Va.
GIBNEY, JOE
Ol' Joe's KLIX Klub
KLIX, Twin Falls, Idaho
GILBERT, DICK
KYTL, Mesa, Arizona
GILL, GIRT
WGBG, Greensboro, N. C.
GILSON, BRACE
1340 Club
WNHC, New Haven, Conn.
GLEASON, STEVE
The Juke Box
KASM, Albany, Minn.
GLICK, LARRY
Merely Music
WRHC, Jacksonville, Fla.
GLYNN, JOHN
Platter Chatter
WWSC, Glens Falls, N. Y.
GOLDEN, RAY
Ray Golden Show
KSTN, Stockton, Cal.
GOODMAN, LEE
MUTUAL
GOODWIN, JIM
WEBQ, Harrisburg, Ill.
GORE, ELLIOTT
WSYR, Syracuse, N. Y.
GORDON, LEE
Pleasure Parade
WABY, Albany, N. Y.
GORDON, LLOYD
Pied Piper
WESB, Bradford, Pa.
GRAHAM, DICK
Merry Go Round
WMAS, Wilmington, Del.
GRAHAM, FRANK
WVEC, Hampton, Va.
GRANT, BRUCE
Record Shop
WGRD, Grand Rapids, Mich.
GRANT, JOHNNY
KMPC, L. A., Cal.
GRANT, MILT
WOL, Washington, D. C.
GRAWETT, JOE
Call The Spin
WJVB, Jacksonville Beach, Fla.
GRAYSON, NICK
WISC, Madison, Wis.
GREEN, ART
Ballroom
WKAT, Miami Beach, Fla.
GREENE, RON
KAKC, Tulsa, Okla.
GREER, BOB
K'Mon Along & Listen
KMON, Great Falls, Mont.
GREGORY, GEO.
Music Til Midnight
WGTM, Wilson, N. C.
GRENNAN, ED
WQUA, Moline, Ill.
GREWE, GRED
WHLL, Wheeling, W. Va.
GRIEVE, OLIVER
Dance Time
KAWT, Douglas, Arizona
GRISWOLD, JACK
Yawn Patrol
WQAN, Scranton, Pa.
GROTH, BETTY
Jazz Time
KMOR, Oroville, Cal.
GRUBB, JACK
WTNC, Thomasville, N. C.
GRUNDBERG, GUNNAR
WAAB, Worcester, Mass.
GUNNING, JACK
WAKU, Latrobe, Pa.
GUNTER, GEORGE
KTBB, Tyler, Texas
GURNETT, RICHARD
KSCO, Santa Cruz, Cal.
GWENN, EASY
Easy Does It
WIBC, Indianapolis, Ind.

— H —

HADLEY, EDWARD
Musical Nitecap
WCLO, Janesville, Wis.
HAGGERTY, FRED
Marine Ballroom
WFPG, Atlantic City, N. J.
HALE, PHIL
Phil Hale Show
WKNB, New Britain, Conn.
HALEY, AMBROSE
KEAL, Fulton, Mo.
HALL, ED
Early Express
KELD, El Dorado, Ark.
HALL, JOHN
1490 Club
WESB, Bradford, Pa.
HALL, RUSS
Ayem Mayhem
KENT, Shreveport, La.
HAMILTON, GENE
WNBC, N. Y., N. Y.
HAMILTON, STANLEY
Good Music Cafe
WGMS, Washington, D. C.
HANCOCK, HUNTER
KFVD & KGFJ, L. A., Cal.
HANEY, BOB
WSFC, Somerset, Ky.

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HANGER, ROBERT
WDNE, Elkins, W. Va.
HANLEY, DON
Best on Wax
KFEQ, St. Joseph, Mo.
HANNA, BOB
Bob Hanna Show
WWPB, Miami, Fla.
HANNA, ERLE
WJAM, Marion, Ala.
HANSON. KEN
WPBC, Minneapolis, Minn.
HARGIE, JIM
Sunshine Club
WIPC, Lake Wales, Fla.
HARLING, HUUGH
Bye Bye Blues
KVEC, San Luis Obispo, Cal.
HAROLD, RON
Coffee Club
WEPM, Martinsburg, W. Va.
HARRELSON, JIM
Supperclub
WSYD, Mt. Airy, N. C.
HARRIS, CHAZ
Swing Shift
WJHP, Jacksonville, Fla.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, JOHN
Honest John's Houseparty
WHYU, Newport News, Va.
HART, BOB
KFAL, Fulton, Mo.
HART, RUSS
Coffee with Russ
WAOV, Vincennes, Ind.
HART, RUUSSELL
WBIW, Bedford, Ind.
HARVEY, JOHN
Good Morning Show
KGO, San Francisco, Cal.
HARVEY, PAT
Pat Harvey Show
KHMO, Hannibal, Mo.
HASTON, LESTER
Platter Party
WCRI, Scottsboro, Ala.
HAYMES, BOB
WCBS, N. Y., N. Y.
HAYNES, DICK
KLAC, Los Angeles, Cal.
HAYNES, JOHNNY
WMIS, Sylacauga, Ala.
HAZLETT, BOB
Hillbilly Houseparty
KIVY, Crockett, Tex.
HEAVILIN, BOB
Sandman Serenade
WGGA, Gainesville, Ga.
HEDMAN, DON
KJR, Seattle, Wash.
HELGESON, BOB
KSOO, Sioux Falls, S. D.
HEMMINGWAY, JACK
Rise and Shine Club
KAYO, Seattle, Wash.
HENDERSON, GERRY
WMUR, Manchester, N. H.
HENDON, R.D.
Western Jamboree
KMCO, Conroe, Tex.
HENLEY, HAROLD
Platter Parade
WOPI, Bristol, Tenn.
HENRY, GIL
King's Open House
KING, Seattle, Wash.
HENRY, JULES
WMBS, Uniontown, Pa.
HERARD, GILBERT
CKCH, Hull, Que.
HERMAN, D. A.
Discapades
WHRV, Ann Arbor, Mich.
HERRING, BILL
KWTX, Waco, Texas
HESTER, JAMES
Record Bay
WKRZ, Oil City, Pa.
HESTERMAN, BILL
KLO, Ogden, Utah
HICKOK, BILL
WPTR, Albany, N. Y.
HICKS, CAP
WRGA, Rome, Ga.
HILL, ED
WMOK, Metropolis, Ill.
HILL, EDDIE
WSM, Nashville, Tenn.
HILL, DICK
Record Party
WBIZ, Eau Claire, Wis.
HILL, ROBERT
Platter Club
WANE, Ft. Wayne, Ind.
HILL, WALTER
WIHL, Hammond, La.
HIRSCH, STEVE
Tune Time
WCHN, Norwich, N. Y.
HIRSCH, WOODY
KBIZ, Ottumwa, Iowa
HOBBS, FRED
1490 Club
KBOL, Boulder, Colo.
HOFER, DAVE JR.
Hymn Request Time
KRDU, Dinuba, Cal.
HOGUE, ALAIN
Chansonettes
CHLP, Montreal, Que.
HOLIDAY, JOHN
KOY, Phoenix, Arizona
HOLIDAY, JOHN
KTHS, Little Rock, Ark.
HOLDEN, WILLIAM
WOHI, East Liverpool, O.
HOLMES, JACK
Jack Holmes Show
WLOW, Norfolk, Va.
HOLT, DAN
Happy Dan, The Record Man
WBEX, Chillicotte, Ohio
HOOD, TAL
Tal Hood Show
WFGM, Fitchburg, Mass.
HORMAN, GABBY
WGL, Ft. Wayne, Ind.
HOSEA, FRANK
Frank Calling
WSMB, New Orleans, La.
HOSKINS, JACK
Opry House of Stars
WHLN, Harlan, Ky.
HOUFBURG, HOLLY
Holly's Follies
KLIX, Twin Falls, Idaho
HOWARD, BILL
WDVA, Danville, Va.
HOWARD, BOB
Top 20 at 1280
WLSU, New Orleans, La.
HOWARD, PAUL
Top o' Morning
WTRF, Bellaire, Ohio
HOWARD, JOHN
WACL, Waycross, Ga.
HOWE, CHARLES
Top Rail
KMAN, Manhattan, Kan.
HUBER, LARRY
WLYC, Williamsport, Pa.
HUDSON, FLOYD
KDMS, El Dorado, Ark.
HUDSON, HARVEY
WLEE, Richmond, Va.
HUDAK, JOHN
For You By Request
WGPA, Bethlehem, Pa.
HUGG, ARLIE
Breakfast with Arlie
WSAV, Savannah, Ga.
HUGHES, CLAUDE
Sunny Side Of The Street
KNEX, McPherson, Kan.
HUGHES, HUGH
WWWF, Fayette, Ala.
HUGHEY, BRETT
KBOR, Brownsville, Texas
HULL, NIKI
KCID, Caldwell, Idaho
HUMBLE, BILL
WIAM, Williamston, N. C.
HUNT, JOHNNY
Top Spot
WVEC, Hampton, Va.
HUSAK, JOHN
Rendevous Room
WDBQ, Dubuque, Iowa
HUSING, TED
Ted Husing's Bandstand
WMGM, New York, N. Y.
HUSTAD, DICK
WBLK, Clarksburg, W. Va.
HUTCHINS, BAILEY
Music Out of the Night
WRBC, Jackson, Miss.
HYDEN, JOE
Rythm At Random
WRJM, Newport, R. I.

— I —

IHLENFELD, WARREN
WISR, Butler, Pa.
INGERSOLL, JOHN
Mobile Matinee
WKRG, Mobile, Ala.
INNIS, BEN
From Studio C
KSEI, Pocatello, Idaho
IRVING, BOB
WMAY, Springfield, Ill.
IRWIN, KEN
KLOG, Kelso, Wash.

— J —

JACK, HARRY
The Music Shop
WKBZ, Muskegon, Mich.
JACKSON, TED
WHAM, Rochester, N. Y.
JAMES, CARROLL
On the Horizon
WJEJ, Hagerstown, Md.
JAMES, RUSS
What Time Is It?
San Luis Obispo, Cal.
JAMISON, DICK
Poor Richard's Almanac
WDYK, Cumberland, Md.
JARVIS, AL
Make Believe Ballroom
KFWB, L. A., Cal.
JASIN, JAY
Jay's Penthouse
WHKC, Columbus, Ohio
JEFFRIES, DICK
By Request
WOAP, Owosso, Mich.
JENKINS, BON
KGY, Olympia, Wash.
JEWELL, WAYNE
Record Matinee
WBBC, Flint, Mich.
JOHNSON, ALAN
KILO, Grand Forks, N. D.
JOHNSON, ART
Ballad Box
WATR, Waterbury, Conn.
JOHNSON, BILL
KGPH, Flagstaff, Arizona
JOHNSON, BILL
WLAC, Memphis, Tenn.
JOHNSON, BUCKY
Blue Dreamer
WIRK, W. Palm Beach, Fla
JOHNSON, IRWIN
Early Worm
WBNS, Columbus, O.
JOHNSON, JOE
WPAQ, Mt. Airy, N. C.
JOHNSON, KEN
Melody Time
WGAP, Maryville, Tenn.

JOHNSON, KIMBERLEY
Top o' the Morning
WCSH, Portland, Maine

JOHNSON, PETE
WBET, Brockton, Mass.

JOHNSON, ROOSEVELT
Roosevelt's Record Club
WERD, Atlanta, Ga.

JOHNSTON, JACKIE
Mad House
KOLS, Pryor, Okla.

JOHNSTON, J. J.
Harlem Express
WWPB, Miami, Fla.

JOHNSTON, KEN
WNRC, New Rochelle, N. Y.

JONES, ART
Baldy's Ballroom
KOTA, Rapid City, S. D.

JONES, BOB
Greensboro, N. C.

JONES, DICK
199 Club
KUBC, Montrose, Colo.

JONES, DON
KBMY, Billings, Montana

JONES, DON
WLEA, Hornell, N. Y.

JONES, PAUL
In A Sentimental Mood
WSAI, Cincinnati, O.

JONES, VERNE
WREB, Holyoke, Mass.

JOSEPH, EDWARD
Morning Show With Eddy Jo
WHLD, Niagara Falls, N. Y.

— K —

KALLAS, BESS
Lady Professor
WKBI, St. Mary's, Pa.

KARNOW, DICK
WGSM, Huntington, L. I.

KARNS, BRUCE
Record Room
KMAN, Manhattan, Kan.

KARRENBAR, BILL
Bill's Inn
WHBC, Canton, O.

KASSEL, S. I.
Your Musical Caravan
WCCM, Lawrence, Mass.

KAY, ANDY
Swinging With Andy
KGST, Fresno, Cal.

KAY, ARTY
WVLK, Lexington, Ky.

KAYE, BARRY
WJAS, Pittsburgh, Pa.

KAYE, LARRY
KCMJ, Palm Springs, Cal.

KEHOE, JERRY
WVSC, Somerset, Pa.

KELLER, ROGER
Turntable Matinee
WEPM, Martinsburg, W. Va.

KELLY, BOB
WILM, Wilmington, Del.

KELLY, DAN
1400 Club
WRDO, Augusta, Maine

KELLY, TOM
Tom Kelly Show
WLAV, Grand Rapids, Mich.

KELSO, BILL
Platter Chatter
KHUM, Eureka, Cal.

KENNEDY, ALFRED
1490 Club
WIKE, Newport, Vt.

KENNEDY, MICHAEL
Club 800
KTOW, Okla. City, Okla.

KENYON, WAYNE
KGNC, Amarillo, Texas

KERN, DON
KRJF, Miles City, Montana

KERSHAW, ART
WJAR, Providence, R. I.

KEYES, FRANK
ALPO, La Salle, Ill.

KEYES, WILLIAM
WJNO, W. Palm Beach, Fla.

KEYS, DICK
WOHI, East Liverpool, O.

KILLMAN, EARL
WEBQ, Harrisburg, Ill.

KINDELL, EARL
Platter Pantry
WSWN, Belle Glade, Fla.

KING, ART
1230 Calling
WBSM, New Bedford, Mass.

KING, DUKE
WINN, Louisville, Ky.

KING, FULTON
The Coffee Pot
WTON, Staunton, Va.

KING, JOHNNY
WJAR, Providence, R. I.

KING, NELSON
Daily Hit Parade
WCKY, Cinn., O.

KING, PAUL
Paul King Show
WONW, Defiance, O.

KING, VERN
Platter Parade
KSD, St. Louis, Mo.

KING, WALLY
KSFO, San Francisco, Cal.

KIRBY, GENE
Hillbilly Jamboree
WWSR, St. Albans, Vt.

BILL SILBERT

KIRBY, HAL
WWWR, Russellville, Ala.
KIRBY, JIM
WBRC, Birmingham, Ala.
KIRK, JOHN
WWST, Wooster, O.
KIRKWOOD, JIM
Mutual
KIRWAN, JAMES
Kirwan's Karousel
WDLA, Walton, N. Y.
KISSER, CHESTER
Music Hall
WWIN, Baltimore, Md.
KIZER, WALTER
WACL, Waycross, Ga.
KNEISLER, CHUCK
WINN, Louisville, Ky.
KNIGHT, FRED
1230 Club
WMMT, McMinnville, Tenn.
KNIGHT, GEORGE
CKRC, Winnipeg, Manitoba
KNIGHT, JOE
Tulsa Ballroom
KRMG, Tulsa, Okla.
KNIGHT, KEN
Knight Train
WRHC, Jacksonville, Fla.
KNIGHT, LLOYD
LAZY L
KMYR, Denver, Colo.
KNIGHT, SID
Knight Of The Round Table
WWCA, Gary, Ind.
KOLBY, CAL
Record Shop
WDRC, Hartford, Conn.
KOLZ, BOB
WNDB, Daytona Beach, Fla.
KORTE, ODELL
WMOK, Metropolis, Ill.
KRAHLING, BOB
Town & Country
WHBC, Canton, O.
KREITNER, RICHARD
WCDL, Carbondale, Pa.
KRELL, FRED
Krell Show
WSGW, Saginaw, Mich.
KRISTOF, JOHN
WCHS, Craleston, W. Va.
KYLE, JACK
Make Believe Ballroom
CKWX, Vancouver, B. C.

— L —

LABOE, ART
Art Laboe Show
KGFJ, Hollywood, Cal.
LaCOM, AL
Afternoon with Al
KGA, Spokane, Wash.
LALLY, JOE
WHLL, Wheeling, W. Va.
LA MAR, JACK
Housewives Serenade
WCAM, Camden, N. J.
LAMB, BILL
Jam For Breakfast
WBBC, Flint, Mich.
LAN, TED
WSDR, Sterling, Ill.
LANE, BRYANT
Record Room
WGAF, Valdosta, Ga.
LANE, ED
Monroe County Hoedown
WMPA, Aberdeen, Miss.
LANE, JEFF
Street of Dreams
WKMI, Kalamazoo, Mich.
LANG, BOB
Bob Lang Show
KPOA, Honolulu, Hawaii
LANDOE, LEE
WPFB, Middletown, Ohio
LANGE, JIM
WPBC, Minneapolis, Minn.
LANGILL, EDDIE
1230 Club
KLVT, Levelland, Texas
LARSEN, BOB
Coffee Club
WEMP, Milwaukee, Wis.
LAUBE, RAY
Country Concert
WOAI, San Antonio, Texas
LAUF, DICK
WJCD, Seymour, Ind.
LAVENDER, WENDOL
Rise And Shine
WGLS, Decatur, Ga.
LAWRENCE, DICK
Melody Matinee
WPIK, Alexandria, Va.
LAWYER, JOHN
KORA, Bryan, Texas
LAWRENCE, KEN
House of Music
WILS, Lansing, Mich.
LAWRENCE, LARRY
Music For You
WCOP, Boston, Mass.
LAY, SLIM
Slim Lay Show
WHBS, Huntsville, Ala.
LEAVITT, ROBERT
Afternoon Of Music
WWSR, St. Albans, Vt.
LEE, ARCHIE
WHOP, Hopkinsville, Ky.
LEE, DICK
Sunrise in The Rockies
KVOR, Colorado Springs, Colo.
LEE, TOMMY
Variety With Melody
KSUB, Cedar City, Utah
LEE, VINCE
Morning Salute
KYW, Phila., Pa.
LEFFLER, GENE
Parade of Pops
KAYL, Storm Lake, Iowa
LEONARD, BUD
Wake Up Mississippi
WRBC, Jackson, Miss.
LEONARD, HOWIE
Matinee Frolic
WPOR, Portland, Maine
LEVI, SY
Top Band Show
WACE, Springfield, Mass.
LEWIS, DEAN
KLBM, La Grande, Oregon
LEWIS, GERRY
Music You Want
WCSH, Portland, Maine
LEWIS, J. D.
WRAL, Raleigh, N. C.
LEWIS, WILBUR
WANT, Richmond, Va.
LEYDEN, BILL
KFWB, L. A., Cal.
LILLY, R. G.
WLOU, Louisville, Ky.
LIND, ELLIS
Ellis Lind Show
KSTN, Stockton, Cal.
LINDEMANN, BUD
The Big Bud Show
WGRD, Grand Rapids, Mich.
LINDHOLM, BILL
Record Rendezvous
KSTT, Davenport, Iowa
LING, CLYDE
Something For The Ladies
WCAM, Camden, N. J.
LINN, BANDEL
At Home With Bandel Linn
WSPB, Sarasota, Fla.
LISLE, KEN
Top Of The Mornin'
KCOM, Sioux City, Iowa
LLOYD, BOB E.
Bob E. Lloyd Show
WAVZ, New Haven, Conn.
LOGAN, GEORGE
KXLW, St. Louis, Mo.
LOHMAN, DIXIE
Open House
KAYL, Storm Lake, Iowa
LOKEY, FRANK
WRDW, Augusta, Ga.
LOMAX, KEN
Prevues And Encores
KERG, Eugene, Ore.
LOMBARD, JIM
1400 Club
KBNZ, LaJunta, Colorado
LONG, JAMES
Chatter Parade
WLCK, Campbelleville, Ky.
LONG, JOE
Music At Random
KLCN, Blytheville, Ark.
LoPRESTO, STANLEY
WKBS, Oyster Bay, N. Y.
LORD, JOHN
KGLO, Mason City, Iowa
LOTRIDGE, EROLD
Music In The Night
KBTA, Batesville, Ark.
LOUDEN, ROD
Magic In Music
KPOJ, Portland, Oregon
LOWE, JAMES
WRR, Dallas, Texas
LOWE, WALTER V.
Disc Jockey Jamboree
KSUB, Cedar City, Utah
LOWERY, BILL
Bill Lowery Show
WGST, Atlanta, Ga.
LOWRY, LEW
Housewive's Hour
KTRH, Houston, Texas
LUCAS, BEN
WRGA, Rome, Ga.
LUCAS, BILL
Two To Get Ready
KOLN, Lincoln, Nebraska
LUCIER, ROD
KROX, Crookston, Minn.
LUCK, "LUCKY"
Wake Up Hawaii
KPOA, Honolulu, Hawaii
LYNN, JAMES
WPWA, Chester, Pa.
LYONS, JIMMY
KDON, Salinas, Cal.

— M —

MacADIE, JACK
Sittin' In The Sun
WICH, Norwich, Conn.
MacDONALD, DON
KLCB, Libby, Mont.
MacDONALD, RON
MAC On A Moonbeam
KLCB, Libby, Mont.
MACK, DANNY
WAKN, Aiken, S. C.
MACK, JOHNNY
'Melody Time
WVOK, Birmingham, Ala.
MacKECHNIE, BILL
Time Teller
WLAT, Tampa, Fla.
MacKELVIE, ART
Saturday Matinee
KHQ, Spokane, Wash.
MACTAVISH, DON
Warm Sounds
CJRL, Kenora, Ont.
MADDON, ED
Swing Session
WARM, Scranton, Pa.
MADDOX, SKIP
WANE, Ft. Wayne, Ind.
MAHONEY, JOHN
Platter Parade
WJTN, Jamestown, N. Y.
MAIZE, JIM
KCNA, Tucson, Arizona

MALONE, CHARLES
Charlie's House
KANE, New Iberia, La.
MALLOY, LES
KYA, San Francisco, Cal.
MAPLES, TOM
WIEL, Elizabethtown, Ky.
MARCH, JIM
Open House
KODI, Cody, Wyo.
MARKLE, TINY
Tiny Markle Jamboree
WAVZ, New Haven, Conn.
MARLOWE, OWEN
Record Revue
WALK, Patchogue, N. Y.
MARSHALL, JOHN
Rise 'N' Shine
WCHN, Norwich, N. Y.
MARTIN, CLIFF
WMRP, Flint, Mich.
MARTIN, JOE
590 Club
WOW, Omaha, Neb.
MARTIN, JOE
KPMC, Bakersfield, Cal.
MARTIN, JOHNNY
WWPA, Williamsport, Pa.
MARTIN, MARY ELLEN
Merry-Go-Round
KCSB, San Bernardino, Cal.
MARTIN, MIKE
WVLK, Lexington, Ky.
MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.
MARTINI, MARTY
Music Mart
WIOU, Kokomo, Ind.
MARVIN ELLIS
Nite Owl
KSTT, Davenport, Iowa
MASON, CHARLES
WJMX, Florence, S. C.
MASON, JOHN
Coffee Call
WRMN, Elgin, Ill.
MASON, WILLIAM
WKYR, Keyser, W. Va.
MASSEY, BOB
Melody Hour
WIOD, Miami, Fla.
MATHEL, CHET
After Hours
WOOD, Grand Rapids, Mich.
MATTHEWS, DOUG
WFRX, W. Frankfort, Ill.
MATTHEWS, SAM
Rural Rythym
KGKB, Tyler, Texas
MAUGANS, BILL
Western Jamboree
Ponca City, Okla.
MAXWELL, BOB
WWJ, Detroit, Mich.
MAXWELL, RAYMOND
Songs To Remember
WTVL, Waterville, Maine
MEYER, BILL
Mayor of Morning
WGAR, Cleveland, O.
MAYER, JOE
WDOK, Cleveland, O.
MAYHEW, TOMMY
Penthouse Serenade
WGAP, Maryville, Tenn.
MAYHUGH, BILL
Bill Mayhugh Show
WMAL, Washington, D. C.
MAYNARD, DAVE
Mr. D. M. in the AM & PM
WHIL, Medford, Mass.
MAYO, HIRAM
KPOC, Pocahontas, Ark.
MAYS, JOHN
All Request Jamboree
KBOA, Kennett, Mo.
McATEE, JOHN
KTYL, Mesa, Arizona

McCARTHY, RED
Red McCarthy Show
WHGB, Harrisburg, Pa.
McCARTHY, TOM
WKRC, Cincinnati, O.
McCAULEY, JOE
Dawn Patrol
WIP, Phila., Pa.
McCOY, RONNIE
Morning with McCoy
KFEL, Denver, Colo.
McCUULLOUGH, SCOT
Dance Party
KAKE, Wichita, Kans.
McDOWELL, CHESTER
Daddy-O-Hot Rod
KCIS, Shreveport, La.
McELRONE, GREG
WHYB, Appleton, Wis.
McFARLAND, WAYNE
Night Watch
KNEB, Scottsbluff, Nebraska
McGHEE, TOM
WKKO, Cocoa, Fla.
McGRATH, NED
Mac's Musical Clock
WJOC, Jamestown, N. Y.
McGRAW, DON
WCYB, Bristol, Va.
McGUIRE, MAC
Start The Day Right
WIP, Phila., Pa.
McKASSON, CHUCK
Money For Music
KRIO, McAllen, Tex.
McKEE, BOB
WQXI, Atlanta, Ga.
McKINNLEY, LARRY
Larry McKinley Show
WMRY, New Orleans, La.
McKINNEY, JIM
Just For You
WMIX, Mt. Vernon, Ill.
McLACHLAN, ARDELL
WSON, Henderson, Ky.
McLEAN, BILL
Music Mart
KAKE, Wichita, Kan.
McLEAN, DONALD
Morning Serenade
WHDL, Olean, N. Y.
McLEOD, DON
WJBK, Detroit, Mich.
McMILLAN, WILLIAM S.
KRKL, Kirkland, Wash.
McNEELEY, MARTY
Music Hall
WJR, Detroit, Mich.
McRAE, JUNE
WMBM, Miami Beach, Fla.
McROBERTS, EARL
WHBY, Appleton, Wis.
MEEHAN, BOB
Just Name It
WEAN, Providance, R. I.
MELIA, KAY
Club 400
KAYS, Hays, Kan.
MENDES, JIM
WICE, Prov., R. I.
MENEHAN, JIM
Club 1230
KLCB, Libby, Mont.
MERRITT, EDWARD
Journey Into Melody
WBRK, Pittsfield, Mass.
MERTZ, BILL
Music Maestro
WVKO, Columbus, O.
MEYERS, DUTCH
KFOR, Lincoln, Nebraska
MEYERS, JACK
Gloombusters
KOLN, Lincoln, Nebraska
MOFFITT, JIM
KLOG, Kelso, Wash.
MOLNAR, EMERY
Record Hits
WMCK, McKeesport, Pa.

MONK, MARION
Listening Post
WMGA, Moultrie, Ga.
MONKMAN, BOB
WRJN, Racine, Wisc.
MONROE, JOE
Joe Monroe Show
KCIS, Shreveport, La.
MONTGOMERY, ROBERT
WGBC, Greensboro, N. C.
MOORE, DON
WWWF, Fayette, Ala.
MOORE, JACK
Melody Shop
KAKC, Tulsa, Okla.
MOORE, LEE
WWVA, Wheeling, W. Va.
MOORE, VIRGIL
WJAM, Marion, Ala.
MORALES, LUIS A
Club 550
WPAB, Ponce, Puerto Rico
MORATH, MAX
Time Out With Max
KVOR, Colorado Springs, Colo.
MORELLI, HAL
KLAS, Las Vegas, Nev.
MORGAN, HAL
Morgan's Matinee
WGAR, Cleveland, Ohio
MORGAN, JOE
Music With Morgan
KERV, Kerrville, Tex.
MORRIS, JIMMY
Late Date
WKRG, Mobile, Ala.
MORRIS, JOHNNY
Johnny on the Spot
WLOL, Minneapolis, Minn.
MORRIS, LEROY
R.F.D.
WEAR, Pensacola, Fla.
MORROW, FRANK
Frank Morrow Show
KTUL, Tulsa, Okla.
MORSE, CLINTON
Country Music Time
WHYL, Carlisle, Pa.
MOSENA, DICK
Burlington Buggy Ride
KBUR, Burlington, Iowa
MOSER, VERYL
Coffee Time
KISD, Sioux Falls, S. D.
MICHAEL, JAY
WCAE, Pitts., Pa.
MICKEY, ERNEST L.
KBKI, Alice, Texas
MILES, JERRY
KLMR, Lamar, Colo.
MILLER, DICK
The Ole Hep Cat
WRBC, Jackson, Miss.
MILLER, DOTTIE
A Miss With The Hits
WBBQ, Augusta, Ga.
MILLER, FRED
Afternoon Serenade
KMMO, Marshall, Mo.
MILLER, HOWARD
WMAQ, Chicago, Ill.
MILLER, HOWARD
WIND, Chicago, Ill.
MILLER, MEL
Breakfast Club
WARE, Ware, Mass.
MILLER, PAUL
WCKY, Cinn., O.
MILLERAND, GABE
On The Sunnyside
KYW, Phila., Pa.
MILNER, GEORGE
Turntable Caravan
KGVL, Greenville, Tex.
MILLS, DICK
Dick Mills Show
KIOA, Des Moines, Iowa
MILLS, LEE
WRAD, Radford, Va.

MILTON, BOB
Bob Milton Show
WDOG, Marine City, Mich.
MINIARD, TOM
WATM, Atmore, Ala.
MINTZ, HERBIE
Herbie Mintz Show
WAAF, Chicago, Ill.
MITCHELL, BOB
WELM, Elmira, N. Y.
MITCHELL, FROSTY
KWDM, Des Moines, Iowa
MITCHELL, HARRY
KCBQ, San Diego, Cal.
MULLEN, JAY
Music with Mullen
WHMA, Charleston, S. C.
MULLIGAN, RAY
Mulligan's Show
WPAM, Pottsville, Pa.
MULVIHILL, JOE
1100 Club
WTAM, Cleveland, Ohio
MURDOCK, JIM
KCKY, Coolidge, Arizona
MURPHY, BOB
Bob Murphy Show
WIRK, W. Palm Beach, Fla.
MURPHY, DENNIS
Discin' With Dennis
WREN, Topeka, Kan.
MURPHY, MARTIN
Outwest Special
KOVE, Lander, Wyo.
MUURPHY, PAUL
The PM Show
WONW, Defiance, O.
MURPHY, TOM
WKNA, Charleston, W. Va.
MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.
MYERS, BILL
KILO, Hilo, Hawaii

— N —

NAUGHTON, RUSS
Music Off The Record
WDRC, Hartford, Conn.
NEAL, BOB
WMPS, Memphis, Tenn.
NEIDEL, CHUCK
Chuck Neidel Show
WNDB, Daytona Beach, Fla.
NELDER, OSCAR
Let's Dance
WAGM, Presque Isle, Maine
NELLIS, MARY
WSAU, Wausau, Wis.
NELSKOG, WALLY
KJR, Seattle, Wash.
KGA, Spokane, Wash.
NELSON, BOB
Top Tunes
KSJB, Jamestown, N. D.
NELSON, BOB
Morning Call
WDSU, New Orleans, La.
NELSON, GENE
KGMS, Sacramento, Cal.
NELSON, STANLEY
KITE, San Antonio, Texas
NEUBERGER, STAN
WEKZ, Monroe, Wisc.
NEWSOME, GIL
First Five
KWK, St. Louis, Mo.
NEWTON, JIM
Western Caravan
KVYC, Little Rock, Ark.
NEXTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.
NICHOLSON, JIM
Musical Clock
WMGW, Meadville, Pa.
NICKSON, NICK
950 Club
WBBF, Rochester, N. Y.
NIERSBACH, BILL
WKBV, Richmond, Ind.
NILES, DAVID
WEVD, N. Y.
NOBLE, BOB
WTOC, Savannah, Ga.
NOBLES, GENE
WLAC, Nashville, Tenn.
NORDEN, LEE
Disc King
WSAM, Saginaw, Mich.
NORGARD, ROBERT
WFRO, Fremont, O.
NORMAN, GEORGE
Night Call
KTOK, Oklahoma City, Okla.
NORMAN, ROBERT
Melody Matinee
WHDL, Olean, N. Y.
NORRIS, RANDY
Random Ranch
NORTON, RICHARD
Coffee Time Musicale
WFAU, Augusta, Maine
NORVAL, BUD
Breakfast Serenade
WFOR, Hattiesburg, Miss.
NOVER, BRUNO
Merry-Go-Round
WBOW, Terre Haute, Ind.
NUSBAUM, MORT
WHAM, Rochester, N. Y.

— O —

O'BRIEN, ALBERT
Al O'Brien Show
WOPA, Oak Ridge, Ill.
O'BRIEN, BILL
Commuter's Special
WSAR, Fall River, Mass.
O'CONNOR, BILL
Shows For WCFL, WJJD, WMAG, WIND, WGN, WAAF, WAIT, Chicago, Ill.
O'DONNELL, BOB
WHEC, Rochester, N. Y.
O'LEARY, JIM
KCBQ, San Diego, Cal.
OLES, PAUL
WCDL, Carbondale, Pa.
OLNEY, DEL
Dancetime
KWJJ, Portland, Oregon
O'NEILL, MARTIN
WKXY, Sarasota, Fla.
O'RANCH, JACK
WKRT, Cortland, N. Y.
ORAVEC, ED
A.M. Mayhem
WHOK, Lancaster, O.
ORCHARD, RAY
CJQC, Quebec City, Que.
ORISEK, RUDY
WTAQ, Lagrange, Ill.
OSBORNE, WAYNE
1490 Club
WOPA, Oak Park, Ill.
OVERTON, RAY
Timekeeper
KOA, Denver, Colo.
OWENS, DON
WGAI, Elizabeth City, N. C.

— P —

PAILETTE, DON
KWIN, Portland, Oregon
PAINTER, DICK
After Hours Stuff
KVGB, Great Bend, Kan.
PAINTER, FRANK
The Coon Hunter
WBLJ, Dalton, Ga.
PANSULLO, JIM
Timekeeper
WNEB, Worcester, Mass.
PARKER, AL
Anything Goes
WJJD, Chicago, Ill.
PARKER, DICK
WKIP, Poughkeepsie, N. Y.
PARKER, EDDIE
WKGN, Knoxville, Tenn.
PARKER, ERIC
Eric Parker Show
WKBZ, Muskegon, Mich.
PARKS, DEL
WPEN, Phila., Pa.
PARKS, DON
Silver City Serenade
WPEP, Taunton, Mass.
PARRISH, JOHN
WJBW, New Orleans, La.
PARSONS, CLAUDE
WBIW, Bedford, Ind.
PARSONS, LES
KBAR, Burley, Idaho
PATRICK, LARRY
Tops In Pops
WAIR, Winston-Salem, N. C.
PATTERSON, JIMMY
By Jimminy
WBT, Charlotte, N. C.
PAUL, DON
WTAX, Springfield, Ill.
PAYNE, BILL
Bill's Record Shop
KWHP, Cushing, Okla.
PAYNE, LLOYD
Almanac & Dinnerbell
WDXB, Chattanooga, Tenn.
PEARCE, MARSHALL
Musical Clock
WSMB, New Orleans, La.
PEARS, TOM
KVOL, Lafayette, La.
PEARY, HAL
Hal Peary Show
WMGM, New York, N. Y.
PEBBLES, ED
Country Store
WBML, Macon, Ga.
PEER, LEE
Lee Peer Show
KOOK, Billings, Mont.
PELLOW, DAVE
Record Rack
WGBF, Evansville, Indiana
PENNEY, EDWARD
WTAI, Cambridge, Mass.
PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Neb.
PERKINS, RAY
Ray Perkins Show
KFEL, Denver, Colo.
PERRIN, T. E.
Koffee Kup Kapers
KGRH, Fayetteville, Ark.
PERRY, BOB
Bob Perry Show
WCAP, Lowell, Mass.
PERRY, LOE
WBBW, Youngstown, O.
PETERS, BOBBY
Bobby Peters Show
WBAP, Ft. Worth, Tex.
PETERSON, ARNOLD
WATW, Ashland, Wis.
PETERSON, BILL
Phoenix, U.S.A.
KTAR, Phoenix, Arizona
PETERSON, BRENT
WMUS, Muskegon, Mich.
PETERSON, DON
1300 Club
KROP, Brawley, Cal.
PETERSON, RALPH
KSL, Salt Lake City, Utah
PETIT, BILL
WIDE, Biddeford, Maine
PETTACK, KEITH
WPDR, Portage, Wisc.
PETTI, RALPH
WESC, Greenville, S. C.

PHELAN, TOM
Ladies Matinee
KXLF, Butte, Mont.
PHILLIPS, BILL
WBAX, Wilkes Barre, Pa.
PHILLIPS, DEWEY
WHBQ, Memphis, Tenn.
PHILLIPS, JERRY
KBNZ, LaJunta, Colorado
PHILLIPS, RALPH
Melody Ballroom
WFBR, Baltimore, Md.
PHILLIPS, WALTER
WLW, Cinn., O.
PICKENS, DICK
KEBE, Jacksonville, Texas
PIQUETT, BOB
Rise And Shine Club
KAYO, Seattle, Wash.
PLUNKETT, PATRICK
Buckeye Bugle Call
WCLT, Newark, O.
POOLE, BOB
WBIG, Greensboro, N. C.
POTTER, PHIL
WHYL, Carlisle, Pa.
POWELL, HARRELL
Music Til Midnight
WSAT, Salisbury, N. C.
POWELL, JACK
WOWO, Ft. Wayne, Indiana
POWERS, JOE
WBMD, Baltimore, Md.
POWERS, NED
Two & Eight Date
WHDH, Boston, Mass.
POWERS, TOM
Melody Time
WLOA, Braddock, Pa.
PRADER, GEORGE
Harlem Express
KGBC, Galveston, Texas
PRESCOTT, NORM
Norm Prescott Show
WORL, Boston, Mass.
PRESTON, ART
Art Preston Show
WSPR, Springfield, Mass.
PRUETT, GEORGE
KVOL, Lafayette, La.
PROUGH, CARL
Rhythm Range
KHUM, Eureka, Cal.
PUDNEY, EARLE
Earle Pudney Show
WGY, Schenectady, N. Y.
PUTNAM, DON
Cosmo Wax
WBBZ, Ponca City, Okla.
PUTNAM, MAX
Mailbag Show
WMMT, McMinneville, Tenn.
PYLE, JACK
Musical Clock
KYW, Phila., Pa.

— Q —

QUATTLEBAUM, HOWARD
WAGF, Dotham, Ala.
QUINN, BILL
Good Music Series
WNDR, Syracuse, N. Y.

— R —

RADKA, AL
Gayride
KFRE, Fresno, Cal.
RADZINSKI, STANLEY
WJMJ, Philadelphia, Pa.
RAIFORD, BOB
Weekend Dancing Party
WBT, Charlotte, N. C.
RAINS, CAL
Swing Shift
WIRL, Peoria, Ill.
RAMAY, JOE
KLYN, Amarillo, Texas
RAMSAY, BILL
WVOT, Wilson, N. C.
RAMSEY, RAYMOND L.
WHIR, Danville, Kentucky
RANDLE, DEAN
Randle's Island
KCOM, Sioux City, Iowa
RANDOLPH, JAMES
WLOU, Louisville, Ky.
RAY, FRANKIE
Club 1230
KWRN, Reno, Nev.
REED, KERMIT
The Record Roundup
WDUN, Gainesville, Ga.
REEVES, GEORGE
WKYW, Louisville, Ky.
REEVES, MAX
KJSK, Columbus, Neb.
REID, BILL
TNT
WDOK, Cleveland, O.
REID, CLARK
Clark Reid Show
WJR, Detroit, Mich.
REMINGTON, JACK
WKRC, Cincinnati, O.
RENO, WALT
Wake Up With Music
WOC, Davenport, Iowa
REUTZ, ED
WRAC, Racine, Wisc.
REYNOLDS, BOB
Bobbin Along
KROP, Brawley, Cal.
REYNOLDS, RUSS
Sundial
WCUM, Cumberland, Md.
REYNOLDS, STEVE
Off The Record
WSAL, Logansport, Ind.
RHODARMER, SCOTTY
Top Ten Of The Week
WTIK, Durham, N. C.
RHODES, MARY
Bar 1590
KSJO, San Jose, Cal.
RHYNER, RUSS
WSAU, Wausau, Wis.
RICH, GLENN
Hillbilly Supper Club
KXOL, Ft. Worth, Texas
RICHARDS, GRAHAM
WPAW, Pawtucket, R. I.
RICHARDS, RON
Spotlight On Broadway
KGVO, Missoula, Mont.
RICHARDS, STAN
Stan's Coffee Stand
RICHBOURG, JOHN
WLAC, Nashville, Tenn.
RICHMOND, DICK
Richmond's Record Room
KRIO, McAllen, Tex.
RIPLEY, RONALD
Coffee Caravan
KBWD, Brownwood, Texas
RITTER, KEN
KFDM, Beaumont, Texas
ROBBINS, FRED
Mutual
ROBERTS, ART
Art Roberts Show
KXLW, St. Louis, Mo.
ROBERTS, BILL
WPRS, Paris, Ill.
ROBERTS, HAROLD
Yours For The Asking
CKX, Brandon, Man.
ROBERTS, HI
Hi and Homer
KWKH, Shreveport, La.
ROBERTS, KEN
KLMR, Lamar, Colo.
ROBERTS, JAY
Three R. Show
KVLC, Little Rock, Ark.
ROBERTS, MARTY
Night Riders
WCKY, Cinn., O.
ROBERTS, WALT
Dance Parade
WMAN, Mansfield, O.
ROBIN, TOM
Robin's Round Table
KAYO, Seattle, Wash.
ROBINSON, GENE
Off The Record
WTAN, Clearwater, Fla.
ROBINSON, RUTH
KBYE, Oklahoma City, Okla.
ROCHE, DICK
Rise And Shine
WTWA, Thomson, Ga.
ROCKWELL, AL
KRNT, Des Moines, Iowa
RODONETS, R.
Club 940
CJGX, Yorkton, Sask.
RODRIGUEZ, EDDIE
Buenos Dias
KFVD, L. A., Cal.
RODRIGUEZ, JOHNNY
Cabellero Hour
KTIP, Porterville, Cal.
ROGERS, BILL
KAGH, Crossett, Ark.
ROGERS, BOB
After Hours
KXOX, Sweetwater, Texas
ROGERS, TOMMY
Sunday Music Time
KEPO, El Paso, Tex.
ROLLINS, BILL
Afternoon Serenade
WAYS, Charlotte, N. C.
ROMANS, ROY
The Timekeeper
WMBG, Richmond, Va.
ROMNEY, LANCE
KMOD, Modesto, Cal.
ROPER, KEITH
Platter Parlor
WABJ, Adrian, Mich.
ROPER, TEX
KFAL, Fulton, Mo.
ROSS, ART
Yawn Patrol
WLOW, Norfolk, Va.
ROSS, BILL
The Bill Ross Show
WIOD, Miami, Fla.
ROSS, BOB
CKOV, Kelowna, B. C., Canada
ROSS, WALT
Dealers Choice
KSRV, Ontario, Ore.
ROSCOE, BEN
Cousin Ben Show
KALE, Richland, Wash.
ROSSI, JAMES
Best On Wax
KIBL, Beville, Tex.
ROTH, BOB
Breakfast Time
WPIK, Alexandria, Va.
ROTH, DON
WEOA, Evansville, Indiana
ROWE, RED
KFWB, L. A., Cal.
ROWLANDSON, HUGH
Record Rack
WTVL, Waterville, Maine
RUBIO, ZATARAIN
KIWW, San Antonio, Texas
RUSE, GEORGE
Koffee Club
KYA, San Francisco, Cal.
RUSSELL, JOHNNY
Juke Box Johnny
WJR, Detroit, Mich.
RUSSELL, LEW
WPIC, Sharon, Pa.
RUSSELL, VERNE
Pleasure Parade
KUJ, Walla Walla, Wash.

RUTHERFORD, KEITH
Turntable Terrace
CKX, Brandon, Mon.
RUTLEDGE, NED
WHVR, Hanover, Pa.
RYAN, DAN
WBBW, Youngstown, O.
RYAN, KEITH
WLEU, Erie, Pa.
RYMAN, PAUL
Rhyme 'N Rhythm
KERG, Eugene, Ore.

— S —

ST. GEORGE, BRUCE
CKTB, St. Catherines, Ont.
SALAMON, MIKE
Accent On Music
WISR, Butler, Pa.
SALTER, BOB
KJR, Seattle, Wash.
SAMM, JOHN
Parade of Hits
WPAM, Pottsville, Pa.
SAMPSON, BILL
Bill Sampson Show
KWKW, Pasadena, Cal.
SAMS, B. J.
WBEL, Elizabethton, Tenn.
SAMSON, GUY
Paris Chante
CKCV, Quebec
SAN ANTONIO, UGO
Request Time
WCAP, Lowell, Mass.
SANDERS, GEORGE
KRKD, Los Angeles, Cal.
SAUNDERS, EDDIE
Jump 'n' Jive
WVKO, Columbus, O.
SAVAGE, LAMAR
Club 55
WGGA, Gainesville, Ga.
SAWYER, TOM
Tom Sawyer Time
WHOO, Orlando, Fla.
SAWYER, WAYNE
WGCD, Chester, S. C.
SAXON, BERT
WBKV, West End, Wisc.
SCAMMELL
WELC, Welch, W. Va.
SCHENCK, HENRY
Bud's Music Room
WTRF, Bellaire, Ohio
SCHINDLER, PETE
Top Pops
KASH, Eugene, Ore.
SCHMEER, BILL
Afternoon Ballroom
WAZL, Hazelton, Pa.
SCHMIDTKE, IRVING V.
KRWC, Forest Grove, Oregon
SCHNEBLY, LARRY
KVOA, Tucson, Arizona
SCHOOCRAFT, BILL
Bill's Bedlam
WIRK, W. Palm Beach, Fla.
SCLIMMER, JOHN
WNMP, Evanston, Ill.
SCOTT, D'ARCY
CKRD Matinee
Red Deer, Alta.
SCOTT, KEN
WPEO, Peoria, Ill.
SCRUGGS, WILLIS
The Sound
WERD, Atlanta, Ga.
SEANEY, E. JAMES
Jimm Seaney Show
WDZ, Decatur, Ill.
SEARLES, TOM
WOW, Omaha, Neb.
SEARS, ZENAS
Diggin' The Discs
WGST, Atlanta, Ga.
SECAN, ALAN
1400 Club
KDWT, Stamford, Texas
SEELEY, BLOSSOM
Seeley and Fields
WMGM, New York, N. Y.
SEIVERS, FRANK
Western Jamboree
KCTI, Gonzales, Tex.
SELF, JIM
Western Caravan
KICA, Clovis, N. M.
SELF, MITCHELL
1490 Club
WAJF, Decatur, Ala.
SENEDER, TONY
Coffee Pot Parade
WMVG, Milledgeville, Ga.
SERGI, SYL
Night Shift
WKST, New Castle, Pa.
SERVEL, CARL
560 Club
WMIK, Middlesboro, Ky.
SESMA, LIONEL
Chico
KOWL, Santa Monica, Cal.
SESSIONS, CLIFF
Off The Record
WFOR, Hattiesburg, Miss.
SHARP, IRVING
Musical Clock
WDBJ, Roanoke, Va.
SHARPE, BILL
KRES Jamboree
KRES, St. Joseph, Mo.
SHARPE, JERRY
WFKY, Frankfort, Ky.
SHARPE, LEONARD
WSTR, Sturgis, Mich.
SHAW, EARL
WRAL, Raleigh, N. C.
SHAW, TOM
KFDA, Amarillo, Tex.
SHELA, BILL
KJR, Seattle, Wash.
SHELLER, LEROY
Rhythm Express
KXJN, Glendive, Mont.
SHEPPARD, CHARLES
KAPA, Raymond, Wash.
SEHPPARD, GIL
WCPO, Cincinnati, O.
SHEPHERD, JEAN
WLW, Cinn., O.
SHEPPARD, VERN
Request Express
KOTA, Rapid City, S. D.
SHERBAHN, DICK
Platter Parade
WLAN, Lancaster, Pa.
SHERER, ED
Ed Sherer Show
WATG, Ashland, Ohio
SHERIDAN, BILL
Uncle Slim Show
WRJM, Newport, R. I.
SHERIDAN, PHIL
Rise and Shine
WFIL, Phila., Pa.
SHERMAN, DONALD A.
WBCM, Bay City, Mich.
SHERMAN, GENE
Spin The Platter
WTTS, Bloomington, Ind.
SHERMAN, JOHN
KUJ, Walla Walla, Wash.
SHERRILL, BOB
WAKN, Aiken, S. C.
SHERWOOD, BOBBBY
WABC, New York
SHERWOOD, DON
KSFO, San Francisco, Cal.
SHINE, BILL
1230 Club
KLAN, Renton, Wash.
SHORE, HAL
Shore Show
WSGW, Saginaw, Mich.
SHUMWAY, HARLEY
Commuter's Special
KVON, Napa, Cal.
SHURIAN, BUD
Bud's Place
WARE, Ware, Mass.
SICKLESTEEL, TOM
Tom Sicklesteel Show
WHLS, Port Huron, Mich.
SIEVERS, BOB
WOWO, Ft. Wayne, Indiana
SILBERT, BILL
Bill Silbert Show
WMGM, New York, N. Y.
SIMMONS, JACK
Music a la WHYL
WHYL, Carlisle, Pa.
SIRY, ED
Hillbully Fever
WBIS, Bristol, Conn.
SLACK, D. J.
Moondial
WCAX, Burlington, Vt.
SMITH, BILL
Pop Parade
WCOR, Lebanon, Tenn.
SMITH, BILL
WSFA, Montgomery, Ala.
SMITH, BOB
WTOC, Savannah, Ga.
SMITH, DON
Housewife's Request
WGGS, Tifton, Ga.
SMITH, EDWIN
Wake Up & Live
KGKB, Tyler, Texas
SMITH, FLETCHER
WGBG, Greensboro, N. C.
SMITH, GENE
WCRS, Greenwood, S. C.
SMITH, HAL
WELP, Easley, S. C.
SMITH, HERB
WCRO, Johnston, Pa.
SMITH, JACK
KTKR, Taft, Cal.
SMITH, MARK
The Sun Dial
WSBA, York, Pa.
SMITH, ROBERT
Off The Record
KVEC, San Luis Obispo, Cal.
SMITH, ROBERT
House of Music
WGET, Gettysburg, Pa.
SMITH, SMOKY
WELP, Easley, S. C.
SOLIE, GORDON
This 'N' That
WPLA, Plant City, Fla.
SOMMERS, BILL
Melody Unlimited
WKST, New Castle, Pa.
SOMOHANO, HECTOR M.
WCMN, Arecibo, Puerto Rico
SORENSON, KEN
Best on Wax
WDUZ, Green Bay, Wis.
SORG, RICHARD
Platter Party
WFRO, Fremont, O.
SPANGLER, BOB
Off The Record
KWIL, Albany, Ore.
SPENCER, NEAL
Best On Wax
WAOV, Vincennes, Ind.
SPIEGLE, STAN
Doodlebug
KXRO, Aberdeen, Wash.
SPRINGER, THURSTON
WJAT, Swainsboro, Ga.
STAMBUCK, WALLY
CJOC, Lethbridge, Alta.
STANLEY, BILL
Happiness Exchange
WNOE, New Orleans, La.
STARBIRD, MARK
PNX Jamboree
WPNX, Phenix City, Ala.

STARR, RAYMOND
KWWL, Waterloo, Iowa
STARWYCK, STEVE
Platter Party
KGRH, Fayetteville, Ark.
STEELE, DONALD
WKBI, St. Marys, Pa.
STEIN, LES
Top "40"
WTIX, New Orleans, La.
STELL, BILL
WSVS, Crewe, Va.
STEPHENS, ERNIE
KMPC, Marysville, Cal.
STERLING, JACK
Top of the Morning
WCBS, New York, N. Y.
STEVEN, LERM
WTRW, Two Rivers, Wisc.
STEVENS, AL
Al Stevens Show
WWIN, Baltimore, Md.
STEVENS, DICK
R S V P
KMYR, Denver, Colo.
STEWART, BILL
Eili Stewart Show
KLIF, Dallas, Tex.
STEWART, CHARLES
KITE, San Antonio, Texas
STEWART, FAYE
KSFO, San Francisco, Cal.
STILL, JAY
Platter Parade
WDUN, Gainesville, Ga.
STOKLEY, CHARLIE
Red River Roundup
KWKH, Shreveport, La.
STONE, HAROLD
WOPI, Bristol, Tenn.
STORR, BILL
Curley's Corner
WLET, Toccoa, Ga.
STRADER, KARL
WMUU, Greenville, S. C.
STRADER, TED
Club 1320
WJHP, Jacksonville, Fla.
STREETER, HOWARD
Starlight Revue
WFBR, Baltimore, Md.
STRENGTH, BILL
Lunchtime Parade
WEAS, Decatur, Ga.
STULL, BILL
KLYN, Amarillo, Texas
STUTHMAN, FRED
Relaxin' Time
KGO, San Francisco, Cal.
SUGAR, DICK
WEVD, N. Y.
SULLIVAN, PERRY
WRDW, Augusta, Ga.
SUMNER, BUTLER A.
Butler's Bull Barn
KLEA, Lovington, N. M.
SUTTON, LEE
Jamboree Party
WWVA, Wheeling, W. Va.
SWAIN, HACK
The Hack Swain Show
WSPB, Saracota, Fla.
SWANEY, HAL
Matinee Melodies
WIDE, Biddeford, Maine
SYRDAL, JIM
KTRF, Thief River Falls, Minn.

— T —

TANGUY, VIC
The Nightwatch
WSAL, Logansport, Ind.
TAPLIN, TAP
TNT
WEBR, Buffalo, N. Y.
TATAR, TED
Easy Pickin's
WHYU, Newport News, Va.
TAYLER, BYRON
Record Review
KFXD, Nampa, Idaho
TAYLOR, BEN
WNDB, Daytona Beach, Fla.
TAYLOR, PAT
Musical Hayloft
WAIR, Winston-Salem, N. C.
TEIG, DAVE
Club Time
WILK, Wilkes-Barre, Pa.
TEMPLE, JOE
Serenade
KONO, San Antonio, Texas
TERRY, CHEM
Saturday Morning Roundup
WBAP, Ft. Worth, Tex.
THEISS, DIXIE
WBRD, Ft. Lauderdale, Fla.
THOMAS, DICK
Honor Roll of Hits
KMMO, Marshall, Mo.
THOMAS, JOHNNY
WMFD, Wilmington, N. C.
THOMAS, LLOYD
Morning Melodies
KHAS, Hastings, Neb.
THOMAS, VAL
Melody Circus
WGAY, Silver Spring, Md
THOMPSON, BERNICE
WDAS, Phila., Pa.
THOMPSON, GENE
Off the Record
KROC, Rochester, Minn.
THOMPSON, GOLDIE
WHBO, Tampa, Fla.
THOMPSON, GRAHAM
Rhythm On The Range
CKPR, Ft. William, Ont.
THOMSEN, JACK
Night Watch
WOC, Davenport, Iowa
THORNTON, WALLY
Saturday Nite Record Party
KWIL, Albany, Ore.
THORSON, ROY
Western Jamboree
KISD, Sioux Falls, S. D.
TIGHE, RON
KSID, Sidney, Neb.
TOMASON, JIMMY
Jimmy Tomason Show
KBAK, Bakersfields, Cal.
TOTTEN, JOHN
WGBF, Evansville, Indiana
TOTTEN, VERN
Music Of The West
KXLF, Butte, Mont.
TOWNE, GORDON
T.N.T. Talk 'N Towne
WBSR, Pensacola, Fla.
TOWNSEND, DUDLEY
Musical Clock
WDBJ, Roanoke, Va.
TRACEWELL, JIM
Platter Party
KCSB, San Bernardino, Cal.
TRAP, W. L.
Bill Trap Show
WKBZ, Muskegon, Mich.
TRUDEAU, WALTER
Tea Time
CKTS, Sherbrooke, Que.
TRUUMPETER, JAY
WIND, Chicago, Ill.
TUCK, BUD
Top o' the Mornin'
WGUY, Bangor, Maine
TURK, AL
Good . . Good Morning Show
WSAM, Saginaw, Mich.
TURNER, RAY
WEAV, Plattsburg, N. Y.
TURNER, SHIRLEY
Date With Shirley
KRLC, Lewiston, Idaho
TWOMEY, MORRIE
Melody Theatre
KNOE, Monroe, La.
TYLER, WAYNE
WLVA, Lynchburg, Va.
TYSON, DAVEY
Wake Up With Davey
WCAE, Pitts., Pa.

— U —

UGLUM, JIM
Let's Go Places
KGVO, Missoula, Mont.
ULRICH, BOB
KBIF, Sanger, Cal.
UNDERHILL, LEO
Breakfast Time
WCKY, Cinn., O.
USHER, DON
KJR, Seattle, Wash.

— V —

VAINRIB, STAN
WBRC, Birmingham, Ala.
VALENTINO, GENE
Coffee Corner
WWCO, Waterbury, Conn.
VALENZUELA, EFREN
Serenata Nocturnal
KRIZ, Phoenix, Ariz.
VALLES, CHINA
WPAW, Pawtucket, R. I.
VAUGHN, JOE
Request Review
WJER, Dover, O.
VANCE, SID
Bernies Bandwagon
KYOS, Merced, Cal.
VANDERHOOF, BRUCE
B. V.
KDYL, Salt Lake City, Utah
VAN OSS, JUKE
Clockwatcher
WHTC, Holland, Mich.
VAN STEENBURGH, BILL
Southern Melodies
WIPC, Lake Wales, Fla.
VEITH, DON
Free For All
KVAN, Vancouver, Wis.
VELEZ, GERMAN
WTIL, Mayageuz, Puerto Rico
VONDELL, JOHN
Breakfast Hour
WREB, Holyoke, Mass.
VOSBURGH, HERMAN
Tunetown
KTAT, Frederick, Okla.

— W —

WADE, OZZIE
Sunrise Serenade
WKNE, Keene, N. H.
WAGNER, DAN
Breakfast Club
WLOA, Braddock, Pa.
WALDROP, JIM
Music For Romance
WGAC, Augusta, Ga.
WALKER, BILL
CKRC, Winnipeg, Manitoba
WALKER, FLETCHER
Rise and Shine
WHMA, Anniston, Ala.
WALKER, WILFRED
Variety Time
WFBD, Greenville, S. C.
WALL, ART
WKRT, Cortland, N. Y.
WALLACE, GIL
Wake Up With Wallace
WVMC, Mt. Carmel, Ill.
WALLGREN, REX
KLO, Ogden, Utah

WALPERT, JERRY
WKBS, Oyster Bay, N. Y.

WALSHAK, DAVID
1450 Club
KCTI, Gonzales, Tex.

WALTERS, BILL
Easy Listening
WDUZ, Green Bay, Wis.

WALTERS, BUCKEY
Tune Time
WEEK, Peoria, Ill.

WALTHER, HAL
Platter Party
KFRU, Columbia, Miss.

WAITES, JIM
Old General Store
KWHP, Cushing, Okla.

WAMBACH, PETE
WCMB, Harrisburg, Pa.

WANKE, HUGH
600 Serenade
WCAO, Baltimore, Md.

WARD, BILL
WIS, Columbia, S. C.

WARD, FRANK
WKBW, Buffalo, N. Y.

WARD, JIM
Morning Mayor
WILK, Wilkes-Barre, Pa.

WARD, PAT
Club 800
WCCM, Lawrence, Mass.

WARD, REGGIE
Reggie Ward Show
KAPK, Minden, La.

WARREN, CARL
Mutual

WARREN, JIM
KXA, Seattle, Wash.

WATKINS, FRED
WMLT, Dublin, Ga.

WATSON, BOB
WQXI, Atlanta, Ga.

WATSON, CHARLIE
KBOA, Kennett, Mo.

WATSON, ED
The Early Worm
KPAM, Portland, Oregon

WATSON, JIM
WGTM, Wilson, N. C.

WAX, JERRY
WALL, Middletown, N. Y.

WAYMAN, TOM
Rhythm In The Rockies
KDYL, Salt Lake City, Utah

WEAVER, JOHN
Weaver's Waxworks
KSYC, Yreka, Cal.

WEBB, CHARLES, T.
KVOA, Tucson, Arizona

WEBBER, HAROLD
KXJK, Forrest City, Ark.

WEBSTER, JIM
Melody Ballroom
WCUM, Cumberland, Md.

WEDEL, JACK
Jam For Supper
KICD, Spencer, Iowa

WEGMAN, BILL
WGEM, Quincy, Ill.

WEISS, DICK
The Minute Man
WFDF, Flint, Mich.

WEITZELL, JOHN
Dance Date
WGET, Gettysburg, Pa.

WELCH, LARRY
Voice of the Turtle
WCOP, Boston, Mass.

WELLS, BILL
WMPS, Memphis, Tenn.

WELLS, CHRIS
WKLF, Clanton, Ala.

WELLS, JIMMY
On Stage
WENK, Union City, Tenn.

WESLEY, JIM
Matinee Melodies
WGLS, Decatur, Ga.

WESTER, BOSTICK
KLAS, Las Vegas, Nev.

WESTERFIELD, DENVER
Denver's Den
WVMC, Mt. Carmel, Ill.

WEST, HUGH
WJAT, Swainsboro, Ga.

WHEELER, DOC
Morning Spirituals
WWRL, N. Y., N. Y.

WHELAN, DOUG
Wake With Whelan
DJRL, Kenora, Ont.

WHINGHILL, DICK
KMPC, L. A., Cal.

WHITE, FRANK
Clock Watcher
KMYR, Denver, Colo.

WHITE, FRED
Records ' Stuff
KROY, Sacramento, Cal.

WHITNEY, ROBERT
Blue Ribbon Club
WSYR, Syracuse, N. Y.

WHITTED, NORFLEY
WDNC, Durham, N. C.

WHITTEN, WILL
Klockwatcher
WRDO, Augusta, Maine

WHITTINGTON, DICK
Dick Whittington Show
KXOB, Stockton, Cal.

WHYTE, BOB
KNOX, Grand Forks, N. D.

WILLARD, DICK
Mutual

WILCOX, JOHN
Words & Wax
KBOL, Boulder, Colo.

WILDER, JIM
Sundial
WBML, Macon, Ga.

WILLET, SLIM
KRBC, Abilene, Texas

WILLIAMS, CHUCK
Tuneville Trolley
KAMD, Camden, Ark.

WILLIAMS, DICK
Strictly Off The Record
KAKE, Wichita, Kan.

WILLIAMS, ELBERT
Melody Round Up
WSYD, Mt. Airy, N. C.

WILLIAMS, FREDDIE
Freddie Williams Show
WAAF, Chicago, Ill.

WILLIAMS, JIM
Musical Clock
KTRH, Houston, Texas

WILLIAMS, JOHN
Musical Nightcap
CKPR, Ft. William, Ont.

WILLIAMS, KAE
Wake Up Philadelphia
WHAT, Phil., Pa.

WILLIAMS, LLOYD
WLIB, N. Y.

WILLIAMS, RICHARD
Nite Watch
WKBV, Richmond, Ind.

WILLIAMS, WOODY
WATS, Sayre, Pa.

WILLIFORD, EARL
Spinning Party
WOOF, Dotban, Ala.

WILLSE, BILL
WICE, Prov., R. I.

WILLSON, PARKER
Cowtown Jamboree
KXOL, Ft. Worth,, Texas

WILNER, RON
Turntable
WASA, Havre de Grace, Md.

WILSON, ED
KWK, St. Louis, Mo.

WILSON, FLOYD
DIX, Dickinson, N. D.

WILSON, LARRY
WRIX, New Orleans, La.

WILSON, STU
Are Ya Listenin?
KBIG, Avalon, Cal.

WINN, BILL
Hurdy Gurdy Club
WJOC, Jamestown, N. Y.

WINTER, PAUL
Winter Wonderland
WXYZ, Detroit, Mich.

WISE, WES
KRIC, Beaumont, Texas

WOLF, FRED
Wacky Wigloo
WXYZ, Detroit, Mich.

WOOD, BILL
KODY, North Platte, Neb.

WOOD, CALLBIE
WVOT, Wilson, N. C.

WOOD, FRED
WWBZ, Vineland, N. J.

WOOD, ROBERT
WJRI, Lenoir, N. C.

WOOD, ROY
Atomic Boogie Hour
WJLD, Birmingham, Ala.

WOODROW, BOB
WJEL, Springfield, Ohio

WOODRUFF, BOB
KOCA, Kilgore, Texas

WODS, GEORGE
House of Jive
WHAT, Phil., Pa.

WOODS, JOHN
WTAG, Worcester, Mass.

WORTMAN, DAVE
Clark's Corn Crib
KVON, Napa, Cal.

WRAY, JOHN
These Are Records
KUGN, Eugene, Ore.

WRIGHT, RAY
KGCX, Sidney, Montana

WRIGHT, WILL
KNAK, Salt Lake City, Utah

WRISLEY, JOHN
Ramblin' with Wrisley
WSAV, Savannah, Ga.

WYGANT, TED
Polka Party
WJET, Erie, Pa.

WYLIE, GEORGE
Money for Music
KTOK, Oklahoma City, Okla.

WYSE, BILL
KWBW, Hutchinson, Kan.

— Y —

YATES, JOHN
Platter Parade
KFEQ, St. Joseph, Mo.

YOUNG, JOE
KCRB, Chanute, Kansas

YOUNGBLOOD, HARLEY O.
KMCM, McMinnville, Ore.

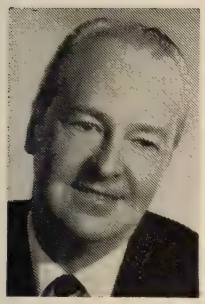
YOUNGBLOOD, JIM
Home Hour
WPAD, Paducah, Ky.

— Z —

ZIGLER, DICK
Rise 'n' Shine
WEIM, Fitchburg, Mass.

ZIMMERMAN, BILL
Rumpus Room
WHOK, Lancaster, O.

ZOOK, LOUIS
WBIW, Bedford, Ind.



An Independent View Of TV Film Syndication

By EDWARD D. MADDEN

V. P. and General Manager, Film Syndication
Motion Pictures for Television

USUALLY, the spokesman for film syndication in a piece like this is the head of a film syndication operation allied with a television network. In such cases the gentleman in question is always conscious of his network affiliation and cannot speak with real freedom about film syndication. Speaking for a leading independent in the film syndication field I have no such inhibitions.

Let's start with the fact that the quality of film syndication shows is being upgraded to the point where in story, cast and production value, they are in many cases the equal of, and in some cases superior to, the network film shows. If this starts anyone on a rebuttal line, let him first carefully examine the rating records of film syndication shows vs. film and live network shows market by market. He will be in for some distinct surprises. In many areas, including the biggest television population markets, film syndication shows, in what might be termed "fringe" time are achieving ratings equal to, and in some cases superior to, network film and live shows. Some of these ratings are so good that you will find cases in individual markets where the station has opened up really prime evening time for film syndication shows.

In addition to the overall quality of the syndicated film show noted above there is an important plus in terms of the attitude of the regional and national spot sponsor and his approach to the local-level merchandising, publicity and sales promotion support of his show. Despite the quantity of able manpower in the publicity operation of any network, they cannot hope to equal the performance of a team composed of a regional advertiser, his agency, and the film syndicator.

Today there is an increasing trend on the part of network advertisers to turn to national spot placement of their television dollars through the avenue of film syndication. This is not only due to the "must buy" market policy of the networks and its impact on total advertising appropriations, but is also brought about by the much greater flexibility given to the advertiser in putting his television advertising pressure where he needs it most and where it can be most productive for him.

The swing over to color film has been progressing steadily in the film syndication field. The tremendous importance of the impact color will make on the consumer has alerted the advertisers and agencies to prepare for the beginning of a new cycle. There are many practical applications to merchandising and selling at retail to be considered for the color TV audiences of the near-future. Color advertising will make any and every commercial attractive. The great increase in self-service retail stores in almost every product classification makes brand identification outstandingly important.

The networks have done a fine job in promoting the importance of color, even though there has been some criticism in certain quarters that they have not been as attentive as they might be to the proper means of projecting color film. I think this is an unfair criticism because, to my knowledge, they are all experimenting with proper projection techniques for color film and I believe, are just as anxious to lick this problem as anyone in the film syndication field. The real engineering pros in the business will tell you that any color film that projects well on direct viewing will come through satisfactorily on the television system and that it's only a matter of time until they have the projection problem thoroughly in hand. For our part, we are so convinced of this that we are in production in color with "Duffy's Tavern" and "Junior Science." We will shift to color on "Janet Dean, Registered Nurse" this year and produce "Paris Precinct" in color, starting May first. So when color TV homes are available in quantity during the fall of 1955, our clients will be there first.

ARCHIE BLEYER

AL GOODMAN

MUSICAL DIRECTORS

RADIO AND TELEVISION

— their work during 1953

☆

— A —

ACKLEY, WAYNE
KRNT, Des Moines, Iowa
AIDERS, EDNA
WLSI, Pikeville, Kent.
AGNEW, JOHN K.
WHKC, Columbus, O.
ALLEN, JAMES
WTJS, Jackson, Tenn.
ALIEN, JOHN
KSDN, Aberdeen, S. D.
ALLWOOD, JIM
KGBX, Springfield, Mo.
ANDERSON, PADDI
KWHP, Cushing, Okla.
ANDREWS, BETTY
WJEJ, Hagerstown, Md.
ANTHONY, RAY
All Star Parade of Bands, NBC
ANTOINE, SALLY
KLFY, Lafayette, La.
ANTONINI, ALFREDO
Twentieth Century Concert Hall, CBS
ARMBRUSTER, ROBERT
NBC Western Div.
RCA Victor Records
ASTON, BUZZ
Buzz & Bill Show, WDTV, Pittsburgh, Pa.
AYRES, MITCHELL
Perry Como Show, Mutual
AYRES, NORMAN
WCSH, Portland, Me.

— B —

BAKER, FRANK
WWCA, Gary, Ind.
BALZER, FRITZ
WNBW, Washington, D. C.
BANCROFT, PIERSON
KTAR, Phoenix, Ariz.
BANFIELD, BOB
Breakfast Party
WHIZ, Zanesville, O.
BARBER, RED
Fred Waring Show
CBS-TV
BARDO, LYLE
KFRC, S. F., Cal.
BARDUHN, ART
KING-TV, Seattle, Wash.
BARGY, ROY
Colgate Comedy Hour
NBC-TV
BARLOW, HOWARD
Voice of Firestone
NBC, NBC-TV
BARNETT, RUBY
KXOB, Stockton, Cal.
BARRETT, EVANELL
KEPO, El Paso, Tex.
ARRETTE, ROGER
WMUR, Manchester, N. H.
BASS, FRED
CKWX, Vancouver, B. C.
BAUGH, GENE
WBAP, Ft. Worth, Tex.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEALS, RAY H.
KVGB, Great Bend, Ind.
BEHAN, CLAIRE
KLMR, Lamar, Colo.
BELL, ALLEN E.
KREW, Sunnyside, Wash.
BELL, FRANK
WEEI, Boston, Mass.
BELL, GENE
KYOS, Merced, Cal.
BENNETT, BILL
WNHC, New Haven, Conn.
BENSON, BROWNIE
Twilight Time
WSAZ-TV, Huntington, W. Va.
BERCOVITZ, ABE
KGW, Portland, Ore.
BERLIN, CHARLES VERNON
KSCO, Santa Cruz, Cal.
BERQUIST, WHITEY
National Farm & Home Hour
NBC
BERRY, ROBERT E.
WOTW, Nashua, N. H.
BESTOR, DON
WICC-TV, Bridgeport, Conn.
BETHEL, FRED
WRNY, Rochester, N. Y.
BIGGS, E. POWER
CBS
BISHOP, JILL
WHBQ, Memphis, Tenn.
BLACK, HAL
KTXL, San Angelo, Texas
BLAKE, AFTON
KFPW, Ft. Smith, Ark.
BLEYER, ARCHIE
B. June 12, 1909, New York.
Arthur Godfrey Time, Arthur Godfrey's Talent Scouts, Arthur Godfrey and his Friends, CBS
BLOCH, RAY
Toast of the Town, Jackie Gleason Show, Philip Morris Playhouse, CBS-TV
BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa.
BORTEL, CLAUDE
Deline Gang
WSYR-TV, Syracuse, N. Y.
BOSWORTH, CHESTER O.
WIRY, Plattsburg, N. Y.
BOVERO, PHIL
KGO, San Francisco, Cal.
BOYUM, JERRY
KROC, Rochester, Minn.
BRADLEY, J. HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, OWEN
WSM, Nashville, Tenn.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BREKMAN, MISCHA
WCCO, Minneapolis, Minn.
BRESTOFF, PHIL
WXYZ, Detroit, Mich.
BRIGHT, WELDON
KGNC, Amarillo, Texas
BRINKMAN, HELEN
WDLB, Marshfield, Wis.
BRITAIN, HERB
CKRC, Winnipeg, Manitoba
BROOKS, LORETTA
WKLO, Louisville, Ky.
BROOKS, LOU
WGTH, Hartford, Conn.
BROWN, LES
Bob Hope Show Colgate Comedy Hour
NBC, NBC-TV
BROWN, MAURICE
Let's Pretend
CBS
BROWN, ROBERT
WSOY, Decatur, Ill.
BRUCE, DWIGHT
WTOC, Savannah, Ga.
BRUCE, PEG
KQV, Pittsburgh, Pa.
BRYAN, BILL
KTOW, Oklahoma City, Okla.
BUCK, GEORGE H., JR.
WJNO, W. Palm Beach, Fla.
BUCKLEY, EMERSON
WOR, New York, N. Y.
BUCKLEY, EMERSON
Wonderful City
Mutual
BUNN, NEAL
KRLW, Walnut Rose, Ark.
BURG, RICHARD
WNOW, York, Pa.
BURKE, JOE
WSCR, Scranton, Pa.
BURT, GARLAND
WLAK, Lakeland, Fla.
BUSSE, GLORIA
WDOK, Cleveland, O.
BUTTERFIELD, BILLY
ABC
BYRD, VIRGINIA
WISH, Indanapolis, Ind.
BYRNE, BOBBY
Steve Allen Show
NBC-TV

— C —

CALLICCHIO, JOSEPH
WMAQ, Chicago, Ill.
CAMPBELL, DEWITT
WING, Dayton, O.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, WISHART
CFRB, Toronto, Ont.
CANTELLI, GUIDO
NBC Symphony
NBC
CARLOS, SAM
WJBW, New Orleans, La.
CARN, DERWOOD
WJIM, Lansing, Mich.
CARPENTER, ETHEL
WDBQ, Dubuque, Iowa
CARPENTER, JAMES
KFBI, Wichita, Kans.
CARTER, RAY
Arthur Murry Party
NBC-TV
CARTER, ROGER
WADC, Akron, O.
CARTER, TONY
WAUD, Auburn, Ala.
CASEY, JEWELL
WSAV, Savannah, Ga.
CATTERTON, AUSTIN V.
WMMB, Melbourne, Fla.
CESMER, CHARLES
WLW-C, Columbus, O.
CHANDLER, JOEL
WJOY, Burlington, Va.
CHATTAWAY, DON
WMAS, Wilmington, Del.
CLARK, ALLAN
WKY, Oklahoma City, Okla

CLARK, DANNY
WDAR, Savannah, Ga.
CLARK, JAMES L.
WBLJ, Dalton, Ga.
CLARK, JOHN
WPRC, Lincoln, Ill.
CLUM, SHIRLEY
KVSF, Santa Fe, N. Mex.
COALE, JACK
KGMB, Honolulu, T. H.
COFFRON, IRMA
KEYD, Minneapolis, Minn.
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLLINS, PAT
KYNO, Fresno, Cal.
COLLINS, PAUL
KFRD, Rosenberg, Texas
COMISKEY, LILLIE MAE
KWFT-TV, Wichita Falls, Tex.
CONE, JOY
WSPB, Sarasota, Fla.
CONTE, JOSEF
WRIB, Providence, R. I.
CORBOY, JOANNE
WLEE, Richmond, Va.
CORNWALL, J. SPENCER
Salt Lake Tabernacle Choir
CBS
COSTA, JOHNNY
WDTV, Pittsburgh, Pa.
CRAFORD, EGEN
WGBF, Evansville, Ind.
CRANE, RUTH
WMAL-TV, Washington, D. C.
CROMWELL, VIRGINIA
KFDA, Amarillo, Tex.
CROOK, GEORGE
Organ Recital
NBC
CROSS, GEORGE F.
WHLS, Port Huron, Mch.
CRUMBAKER, MARGE
KGUL, Galveston, Texas
CUMMINGS, FRANK
KIUN, Pecos, Tex.
CUSICK, PHIL
WBAX, Wilkes-Barre, Pa.

— D —

DAILY, DON
WGSM, Huntington, L. I.
DANTZLER, RAY
WRUF, Gainesville, Fla.
DAUGHERTY, STAN
KMOX, St. Louis, Mo.
DAVID, RUSS
KSD, St. Louis, Mo.
DAVID, RUSS
KSD-TV, St. Louis, Mo.
DAVIS, LARRY
KVET, Austin, Texas
DAVIS, NORM
KRAI, Craig, Colo.
DEAN, JIMMIE
WARL, Arlington, Va.
DeJULIO, ED
KUBC, Montrose, Colo.
DeKOSTER, CLARE
KICD, Spencer, Iowa
DE LUGG, MILTON
Morey Amsterdam Show
NBC-TV
DENNY, FRANCES
WAIR, Winston-Salem, N. C.
DeREMER, LIONEL H.
WBCM, Bay City, Mich.
DERISE, FLORENCE
WEAR, Pensacola, Fla.
DeVOL, FRANK
Betty White Show—NBC-TV
Dinah Shore Show—NBC-Radio
DiMAIO, DOROTHY
WEAN, Providence, R. I.
DONALDSON, EARL
KALL, Salt Lake City, Utah
DORNBROCK, NOREEN
WKBN-TV, Youngstown, O.
DOUGLAS, JIM
KJNO, Juneau, Alaska
DRAGON, CARMEN
Railroad Hour
DRILL, BOB
WVEC, Hampton, Va.
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUNKELBERGER, TOMMY
WHIO, Dayton, O.
DUNLAP, DAVE
WHOL, Allentown, Pa.
DUNN, VIOLA
KHQ, Spokane, Wash.
DUNNING, ARTHUR
KOIN, Portland, Ore.
DURAN, KEN
KXYZ, Houston, Texas
DYER, ARLENE
WRCO, Richland Center, Wisc.

— E —

ECKFORD, RAYMOND
CKGB, Timmins, Ont.
EDDINGTON, JON
KLAS, Las Vegas, Nev.
EDGES, CLARENCE
WBAY, Green Bay, Wis.
EICHER, JIM
KEXO, Grand Junction, Colo.
ELLIOTT, ANN
WMON, Montgomery, W. Va.
EMMEL, JOHN
KEX, Portland, Ore.

FRANK DeVOL

MUSICAL CONDUCTOR

COMEDIAN

"The Betty White Show From Hollywood"
NBC TV Network

•

"The Dinah Shore Show"
NBC Radio Network

•

Derby Records

ROSA RIO
Organist-Composer

SU.7-5400

EMERSON, BYRON
WWHG, Hornell, N. Y.
ENGLISH, R. S.
WTRY, Troy, N. Y.
ERLICH, MIKE
WWNH, Rochester, N. H.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EXUM, LORETTA
WDAK, Columbus, Ga.
EYLES, ELIZABETH
WGBA, Columbus, Ga.

— F —

FAULKNER, JACK
WTSP, St. Petersburg Fla.
FENNEY, NEWTON
KRAL, Rawlins, Wyo.
FERRISS, TOMMY
WARE, Ware, Mass.
FIELDING, JERRY
You Bet Your Life.
Saturday Night Revue
NBC-TV
FIORE, TONY
Starlite Serenade
KJEO, Fresno, Cal.
FISHER, JAMES W.
KPRO, Riverside, Cal.
FISHER, JOHN
WJDA, Quincy, Mass.
FLAGENS, RAY
WFAA, Dallas, Texas
FOWLER, BETTY
KRTV, Little Rock, Ark.
FOX, ROGER P.
KFAL, Fulton, Mo.
FRANCK, KARIN
WKBZ, Muskegon, Mich.
FRICK, SHIRLEY
WITZ, Jasper, Ind.
FRIEND, G. W.
WPLA, Plant City, Fla.
FRY, RICHARD L.
CHNS, Halifax, N. S.
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.
FULTON, ROBERT
KERG, Eugene, Ore.

— G —

GALLICCHIO, JOSEPH
Big City Serenade, Intermezzo
NBC
GARRET, MERLE
WRRL, Columbus, Ga.
GARRETT, ROGER
WBNS, Columbus, O.
GARST, FRED
WAYB, Waynesboro, Va.
GASTON, LYLE
KSWO, Lawton, Okla.
GEER, C. W.
WALT, Tampa, Fla.
GEISLER, BETTY
WCPO, Cincinnati, O.
GEYER, BILLY
WFDF, Flint, Mich.
GIERSDORF, H. W.
KRLD, Dallas, Tex.
GILES, GLENN
KDWT, Stamford, Texas
GLENN, TONY
KSTL, St. Louis, Mo.
GOLDBERG, LOUIS
WCOP, Boston, Mass.
GOODIN, DEL
KXOB, Stockton, Cal.
GOODMAN, AL
B. Baltimore, Md. Colgate Comedy, NBC-TV
GOW, ART
KLZ, Denver, Colo.
GRAHAM, TED
KFRE, Fresno, Cal.
GREEN, BERNARD
U. S. Steel, Ford Ann. Program, Take It From Me, ABC Album
ABC-TV
GRIZZELL, LLOYD
WMMT, McMinnville, Tenn.
GROULX, AURELE
CKCH, Hull, Que.
GUDENBERG, MARTIN
KIXL, Dallas, Texas
GUILLAUME, CATHERINE
WLCX, La Crosse, Wisc.

— H —

HACKETT, BOBBY
Opera vs. Jazz
ABC-TV
HACKETT, RAY
KCBS, San Francisco, Cal.
HAIGH, NANCY
KABC, San Antonio, Texas
HALEY, PAT
WMCK, McKeesport, Pa.
HALL, DAVE
WATW, Ashland, Wis.
HALL, WM. J.
WCHN, Norwich, N. Y.
HAMBRIGHT, JO
WFGN, Gaffney, S. C.
HAMILTON, EARLINE
WKKO, Cocoa, Fla.

DAVID ROSE

HANK SYLVERN
Music Director
MU. 8-6600

HAMILTON, MARY
CJCQ, Quebec City, Que.
HANING, BEVERLY
KFOR, Lincoln, Nebr.
HARKER, JAMES
KBON, Omaha, Nebr.
HARRISON, GUY FRASER
Okla. City Symphony Orch.
Mutual
HARRISON, HERBERT H.
KFBK, Sacramento, Cal.
HARTLEY, JAMES A.
WDUN, Gainesville, Ga.
HARTMAN, LOLA
KFEQ, St. Joseph, Mo.
HARVEY, LLOYD
WIRL, Peoria, Ill.
HATHAWAY, LEN
WENE, Binghamton, N. Y.
HAVEMAN, TOM
KBRC, Mount Vernon, Wash.
HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.
HAYES, DENNY
KNUJ, New Ulm, Minn.
HAYTER, ELIZABETH D.
WPFA, Pensacola, Fla.
HEINES, SHIRLEY
WJPS, Evansville, Ind.
HENDERSON, SKITCH
Dave Garroway Show
Faye & Skitch Show
NBC-TV
HENKE, CARL
WCMB, Harrisburg, Pa.
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENNEBERRY, JAMES
WCNT, Centralia, Ill.
HERMANN, RALPH
ABC
HERRON, JOEL
WMGM, New York, N. Y.
HICKS, MARY ELIZABETH
Garden Gate
CBS
HILDEBRAND, MARIE
KXGN, Glendive, Mont.
HILL, J.
KLIX, Twin Falls, Idaho
HILL, MAURICE
KBOX, Modesto, Cal.
HOFFMAN, JANE
KEAR, San Francisco, Cal.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOLLINGSWORTH, ELIZ. M.
WKBS, Oyster Bay, N. Y.
HOLM, CLAYTON
KIUP, Durango, Colo.
HOOD, TAL
WFGM, Fitchburg, Mass.
HOPKINS, RAYMOND L.
WIBC, Indianapolis, Ind.
HOPKINS, WES
WTTM, Trenton, N. J.
HORN, BOB
WFIL, Philadelphia, Pa.
HOUSTON, E. H.
CKEY, Toronto, Ont., Can.
HOWELL, BERNIE
KCBD-TV, Lubbock, Tex.
HUBBARD, HENRY M.
KVOA, Tucson, Ariz.
HUNT, GEORGE
KAKE, Wichita, Kan.
HUSOME, JANE
WRFW, Eau Claire, Wis.
HUTTON, INA RAY
KTLA, Hollywood, Cal.

— I —

IGLEHART, RAY
WPFB, Middletown, O.
IHRKE, ELMAR
WEMP, Milwaukee, Wisc.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.
INCARDON, A., SAMMY
KANG, Waco, Texas

— J —

JACKSON, MAURICE
WVKO, Columbus, O.
JAMES, RUSS
KVEC, San Luis Obispo, Cal.
JENSEN, BYRON
KOVO, Provo, Utah
JEROME, JERRY
WPIX, New York, N. Y.
JESTER, SHIRLEE
WKRC, Cincinnati, O.
JOHNSON, EDDIE
WTRF, Wheeling, W. Va.
JOHNSTON, J. EDDIE
WTRF, Bellaire, Ohio
JONES, COLSON E.
WRTA, Altoona, Pa.
JONES, CARL
WILM, Wilmington, Del
JORDON, NICK
KCSB, San Bernardino, Cal.

— K —

KALER, RANDALL
WFAS, White Plains, N. Y.
KANE, DAVE
WLAU, Laurel, Miss.
KATIMS, MILTON
NBC Symphony
NBC
KAYE, RICHARD L.
WCRB, Waltham, Mass.

MURRAY ROSS

Musical Director-Organist

THE COMEBACK STORY
TURN TO A FRIEND
MODERN ROMANCES
THE ERN WESTMORE SHOW

EARL
SHELDON

KAYE, SAMMY
Sammy Kaye's Sunday Serenade, NBC

KEATHLEY, HAMP
KTRE, Lufkin, Tex.

KEATON, CHARLES
WTTG, Washington, D. C.

KEITH, CARROLL
WSPC, Anniston, Ala.

KELLOG, JACK
WMBG, Richmond, Va.

KELLY, DANNY
WRDO, Augusta, Maine

KEMBLE, ELEANOR
WLAD, Danbury, Conn.

KENTON, STAN
Stan Kenton Concert
NBC

KIEL IRWIN
KHUB, Watsonville, Cal.

KILEY, JOHN
WMEX, Boston, Mass.

KING, PEE WEE
Pee Wee King & Orchestra
NBC

KINNEY, WENDELL
KMO, Tacoma, Wash.

KINNEY, WENDELL
KMO-TV, Tacoma, Wash.

KINSER, JOE
KAFY, Bakersfield, Cal.

KIPEN, MAURICE
WTMJ, Milwaukee, Wisc.

KIRSTEN, GEORGE
WJRI, Lenoir, N. C.

KLINGER, EDYTH
KFVD, Los Angeles, Cal.

KNICK, WALTER
WBNS, Columbus, O.

KOSAK, JOG
WVLN, Olney, Ill.

KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.

KRISS, MARIE
KMAN, Manhattan, Kan.

KUHN, ARNOLD Y.
WKBI, St. Marys, Pa.

— L —

LACASSE, MAURICE
CJEM, Edmundston, N. B.

LACHANCE, ROGER
CKCV, Quebec

LACONI, JOE
EICU, Erie, Pa.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

LAMM, AL
WOW, Omaha, Nebr.

LANDEMANN, PETE
WDSU, New Orleans, La.

LANE, HAZEL
KROW, Oakland, Cal.

LARGE, DON
Make Way for Youth
CBS

LARSEN, GENE
KFMA, Davenport, Iowa

LASH, CLIFF
WLW-T, Cincinnati, O.

LASSITER, CHAD
KNEA, Jonesboro, Ark.

LAVALLE, PAUL
Cities Service Band of America
NBC

LAWRENCE, ELLIOT
Stars on Parade
DuMont

LEA, ROD
WLVA, Lynchburg, Va.

LEAF, ANN
On Your Way
DuMont

LEE, PETE
WJW, Cleveland, O.

LEHNHOFF, HENRY
KWED, Seguin, Texas

LEIBERT, RICHARD
NBC

LEON, MAX M.
WDAS, Philadelphia, Pa.

LEVERETT, LULA, MAE
WVOP, Vidalia, Ga.

LEVEY, HAROLD
Theatre Guild of the Air
NBC

LEVINE, HENRY
WTAM, Cleveland, O.

LIBRARIAN, KAY
WSON, Henderson, Ky.

LISON, SUE
WDUZ, Green Bay, Wisc.

LIVINGSTON, BOB
WIS, Columbia, S. C.

LIVINGSTON, JIMMY
Carrousel
WBAP-TV, Fort Worth, Texas

LOCKHART, HARRY
WAVE, Louisville, Ky.

LOEB, HOWARD
KRIZ, Phoenix, Ariz.

LOFTESNESS, RAY
KSOO, Sioux Falls, S. D.

LOGAN, WAYNE
KNAK, Salt Lake City, Utah

LOMBARDO, GUY
B. June 2, 1901, London, Ont. Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed, Syndicated

VICTOR
YOUNG

HENRY
HOT-LIPS
LEVINE
WTAM-WNBK
NBC, CLEVELAND
MUSICAL DIRECTOR

LOOS, JACK
WOWO, Ft. Wayne, Ind.
LOPEZ, VINCENT
Mutual
LORD, EDWIN J.
WDBO, Orlando, Fla.
LOWELL, EUGENE
The Choraliers
CBS
LYON, JOHN
WBBQ, Augusta, Ga.
LYONS, JOSEPH
WJOL, Joliet, Ill.

— Mc —

McCULLEY, JOE
WSNJ, Bridgeton, N. J.
McCRAE, MARILYN
WBRD, Ft. Lauderdale, Fla.
McDEVITT, LEO
WALE, Fall River, Mass.
McDONALD, HELEN
KXRX, San Jose, Cal.
McELRATH, NANCY
WIS, Columbia, S. C.
McGRATH, NED
WJOC, Jamestown, N. Y.
McGRATH, PEG
KOWH, Omaha, Neb.
McKEOWN, GEORGE
WEKZ, Monroe, Wisc.
McNEIL, IDA A.
KGFX, Pierre, S. D.

— M —

MANNERS, SIDNEY
WJPB, Fairmont, W. Va.
MANNING, CHARLES
WFKY, Frankfort, Ky.
MANTOVANI
Music By Mantovani
NBC
MAPES, MARIAN
WRR, Dallas, Texas
MARKLE, ERWIN J.
WAVZ, New Haven, Conn.
MARSEN, GAY
KWBB, Wichita, Kan.
MARSHALL, ANN
KPLT, Paris, Texas
MASON, ELEANOR TERRY
KGMB-TV, Honolulu, Hawaii
MASON, JOHN
WRMN, Elgin, Ill.
MATTOLA, TONY
Love Story, WABD, N. Y.
Melody Street
DuMont
MAUGANS, BILL
WBBZ, Ponca City, Okla.
MAUPIN, REX
WBKB, Chicago, Ill.
MERCHANT, BILL
KSTT, Davenport, Iowa
MEREDITH, EARL
KFMS, San Diego, Cal.
MERRIMAN, BERNARD V.
KVNI, Coeur d'Alene, Idaho
MERRITT, EDWARD
WBRK, Pittsfield, Mass.
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
MESSINA, FRANKIE
KHJ, Los Angeles, Cal.
METCALFE, ROBERT E.
WOHI, East Liverpool, O.
METCHNEK, WM.
WCCO, Minneapolis, Minn.
MICHAEL, JOSE H.
WJEF, Grand Rapids, Mich.
MILL, WILLIAM
KWNB, New Britain, Conn.
MILLS, LEE
WRAD, Radford, Va.
MILLER, ARNOLD B.
WBSC, Chicago, Ill.
MILLER, HARRISON A.
KIT, Yakima, Wash.
MILLER, HELEN
KULP, El Camp, Texas
MITROPOULOS, DIMITRI
New York Philharmonic
Symphony
CBS
MOLINARO, LARRY
WNAR, Norristown, Pa.
MONTEUX, PIERRE
NBC Symphony
NBC
MONTGOMERY, PAUL
WNAO, Raleigh, N. C.
MORRIS, JIM
CKNW, New Westminster, B. C.
MOSENA, RICHARD
KBUR, Burlington, Iowa
MOSS, PHIL
WMPS, Memphis, Tenn
MUFF, FRED
WLAC, Nashville, Tenn.
MURPHY, TOM
WKNA, Charleston, W. Va.

— N —

NAPIER, BYRON
KCRC, Enid, Okla.
NASH, BARNES H.
WHIS, Bluefield, W. Va.

WALTER SCHARF

Musical Director and Composer

"Living It Up" — Paramount

"The French Line" — RKO

NEAL, FURMAN
WGVL, Greenville, S. C.
NEAL, PAUL
WBNS, Columbus, O.
NELSON, GENE
KFAM, St. Cloud, Minn.
NICHOLS, TOM
WCOG, Greensboro, N. C.
NIDES, HARRY
WROL, Knoxville, Tenn.
NININGER, EVE
WDBJ, Roanoke, Va
NOBLE, LEIGHTON
KTLA, Hollywood, Cal
NORMAN, RALPH
Motorola, ABC Album
ABC-TV
NOVELL, WALT
KBIF, Sanger, Cal.

— O —

O'BRIEN, ALBERT
WOPA, Oak Park, Ill.
ORMANDY, EUGENE
Philadelphia Orchestra
CBS
OSBORNE, SHIRLEY
WINN, Louisville, Ky.
OSSER, GLENN
Vaudeville, ABC Album
ABC-TV

— P —

PAFUMI, VINCE
Trio Time
WTAR-TV, Norfolk, Va
PARKER, ED
KHSL, Chico, Cal
PARKER, RUEL
Music Shop
WLW-A, Atlanta, Ga
PARRY, DAVE
WLAP, Lexington, Ky.
PAUL, CHARLES F.
B. New York City. Martin Kane, WNBT, New York; The Shadow, AMA Transcriptions, WOR, N. Y.; Mr. & Mrs. North, Young Dr. Malone, Nora Drake, CBS
PAUL, LES
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But The Best, NBC; Les Paul & Mary Ford At Home TV Film
PAVEY, RICHARD
WJLB, Detroit, Mich.
PEHLMAN, CARL
KKTV, Colorado Springs, Colo
PELLOT, HECTOR
WTIL, Mayaguez, Puerto Rico
PELTIRE, PAUL
WMAS, Springfield, Mass.
PENDLETON, CHARLES F.
KJBS, San Francisco, Cal
PERKINS, ELEANOR
WREB, Holyoke, Mass.
PETERSON, CAROLYN SUE
WHBY, Appleton, Wis.
PETRILLO, CEASAR
WBBM-TV, Chicago, Ill
PFLEEGER, GEORGE
WJTN, Jamestown, N. Y
PHELAN, TOM
KXLF, Butte, Mont
PIASTRO, MICHEL
Lingines Symphonette
CBS
PICKENS, CHARLES
WHBC, Canton, O.
PIGGOT, GLENN
KNUZ-TV, Houston, Texas
PILDNER, HENRY
WGAR, Cleveland, O
POLLOCK, JAMES
WILS, Lansing, Mich.
PORTER, KING
WBCO, Birmingham, Ala.
POWELL, RICHARD
WTOP, Washington, D. C.
PRENTICE, CHARLES D., JR.
WHAI, Greenfield, Mass
PRESTON, ED
CHML, Ontario, Can.
PREZZEL, GEZZA
KROP, Brawley, Cal.
PRINCE, HARVEY
KPAC, Port Arthur, Texas
PRINGLE, DAVE
KEPL, El Paso, Tex
PRYOR, LARRY
Bruce Vanderhoof's Open House
KDYL-TV, Salt Lake City, Utah

— R —

RAINBOW TRIO
New England Talent Club
WJAR-TV, Providence, R. I
RAMIREZ, JOSE RAUL
WIAC, San Juan, P. R
RAMP, SALLY
WBAT, Marion, Ind.
RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.
RANDOM, MICHAEL DONN
KLX, Oakland, Cal
RAUER, MAX
KWDM, Des Moines, Iowa
REDUS, JACK
KFKA, Greeley, Colo
REED, BEN
WRHC, Jacksonville, Fla

CHARLES PAUL

Conductor-Composer

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

REINER, FRITZ
Chicago Symphony
DuMont
REPINE, BURT T.
WRVA, Richmond, Va.
RICARO, DON (Dick Ridgely)
ABC
RICHARDS, RON
KGVO, Missoula, Mont.
RICHARDSON, EDNA
WTMA, Charleston, S. C.
RICKARD, PAUL
WOWL, Florence, Ala.

RIO, ROSA
My True Story, When A Girl Marries, Ted Malone, ABC; Johnny Olsen, Opera Versus Jazz, ABC-TV; Front Page Farrell, NBC

RIPLEY, RONALD
KBWD, Brownwood, Texas
ROBERTS, BILL
WPRS, Paris, Ill.
ROBIDOUX, P. M.
CHLT, Sherbrooke, Que.
ROGERS, SMOKEY
KFMB, San Diego, Cal.
ROMINGER, BART
KOUL, Ft. Worth, Tex.
ROOS, REG
KUGN, Eugene, Ore.
ROSCH, MICHAEL
WHOM, New York, N. Y.

ROSE, DAVID
B. London. Red Skelton Show, CBS-TV

ROSS, ANTHONY N.
WBBW, Youngstown, O.

ROSS, MURRAY
The Comeback Story, Turn To A Friend, Modern Romances, The Ern Westmore Show, ABC, ABC-TV

ROTH, ALAN
Buick Berle Show
NBC-TV
ROUSSEAU, GENE
WWON, Woonsocket, R. I.
ROWAN, ELOISE
KPIX, San Francisco, Cal.
RUBIN, ART
WVOM, Boston, Mass.
RUHLING, JEAN
WMAL, Washington, D. C.
RUMMINGER, BARBARA
WMUU, Greenville, S. C.
RUSS, RICHARD
WPBC, Minneapolis, Minn.
RYAN, JOSEPH J.
KIMA, Yakima, Wash.

— S —

ST. JOHN, CHARLIE
KJIM, Beaumont, Texas
SALTER, HARRY
Name That Tune
NBC, NBC-TV
SAMPSON, GARY
WIRE, Indianapolis, Ind.
SANDEFUR, BILL
WBTM, Danville, Va.

SANFORD, CHARLES
Your Show of Shows, NBC-TV

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SASLAVSKY, NICHOLAS L.
WEVD, N. Y.
SAVITT, LOUIS
WBRE, Wilkes-Barre, Pa.

SCHARF, WALTER
B. Aug. 1, New York. The Phil Harris-Alice Faye Show, NBC

SCHEYING, VALARIE
WLAN, Lancaster, Pa.
SCHMITT, PAUL
KPRC, Houston, Tex.
SCHRAGER, RUDY
Lux Radio Theatre
CBS
SCHULTZ, MYRON
WAAF, Chicago, Ill.
SCOTT, KINGHAM
WPTF, Raleigh, N. C.
SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SEMONY, CARRIE
WWSC, Glens Falls, N. Y.
SERRA, LOUIS
WEIR, Weirton, W. Va.
SHADDUCK, JAMES
KARE, Atchison, Kan.

SHELDON, EARL
B. Jan. 1, 1915, New York. Club Embassy, NBC-TV; Musical Director For Muzak Transcriptions

SHERMAN, ROBERT
WTNJ, Trenton, N. J.
SHERWOOD, BOBBY
Texaco Star Theatre
NBC-TV
SHIFRIN, ALLEN
WIBV, Belville, Ill.
SHOOP, DAVID
WHP-TV, Harrisburg, Pa.
SHORES, ALICE
WKOW, Madison, Wisc.
SILVER, JULIAN
WMIE, Miami, Fla.
SIMON, T. AUDIE
KBOL, Boulder, Colo.
SIMPSON, JOHN
KOTA, Rapid City, S. D.
SIVERSON, CHARLES
WHAM, Rochester, N. Y.
SLACK, PETER
KGER, Long Beach, Cal.
SLATTERY, JOE
KWTO, Springfield, Mo.
SMITH, BEASLEY
WSM, Nashville, Tenn.
SMITH, BLANCHE
WGST, Atlanta, Ga.
SMITH, BOB
WNBC, New York, N. Y.
SMITH, DONNA
WFCB, Dunkirk, N. Y.
SMITH, E.
CFOS, Owen Sound, Ont.
SMITH, ROBERT
KVEC, San Luis Obispo, Cal.
SNOWDEN, ALAN P.
KTIP, Porterville, Cal.
SNYDER, GEORGE Y.
WSAN, Allentown, Pa.
SONTAG, GEORGE
WOC, Davenport, Iowa
SOUCY, ARMAND
CJFX, Antigonish, Nova Scotia, Canada
SPRY, DON E.
WJOI, Florence, Ala.
STABILE, DICK
Colgate Comedy Hour
NBC-TV
STADER, EVELYN
WKWK, Wheeling, W. Va.
STAMLER, ART
WHIL, Medford, Mass.
STANFORD, SAMMY
KOSA, Odessa, Texas
STANLEY, JAY
WATV, Newark, N. J.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STARR, RAYMOND
KWWL, Waterloo, Iowa
STEIN, REX
WLDS, Jacksonville, Ill.
STELL, SARAH V.
WSVS, Crewe, Va.
STEVENS, ROBERT S.
WVCG, Coral Gables, Fla.
STOGNER, DAVE
Western Rhythmaires
KJEO, Fresno, Cal.
STOKER, ED
KUTA, Salt Lake City, Utah
STONE, DALE
WRGA, Rome, Ga.
STONER, PETE
WHAY, New Britain, Conn.
STORDAHL, ALEX
Coke Time
Mutual
STORR, BILL
WLET, Toccoa, Ga.
STRUCKELL, JOHN G.
WOND, Pleasantville, N. J.
STUART, EARL
WWJ, Detroit, Mich.
SUJIA, FRANK
KING-TV, Seattle, Wash.

SYLVERN, HENRY "HANK"
This Is Show Business, Jane Froman Show, CBS-TV

— T —

TAYLOR, DOUGLAS
KFEL, Denver, Colo.
TEAFUE, NANCY
KCBD, Lubbock, Texas
TEMPLEMAN, MARION
KWPC, Muscatine, Iowa
TERRY, VIRGIL
KRBC, Abilene, Texas
THOMAS, JOHN
WKKO, Cocoa, Fla.
THOMPSON, GLENN
Music Country Style
WTOB-TV, Winston-Salem, N. C.
TILDEN, LOLA
WGMS, Washington, D. C.
TOBIAS, RICHARD
WCLI, Corning, N. Y.
TOSCANINI, ARTURO
NBC Symphony
NBC
TRAVIS, VICTOR
WMID, Atlantic City, N. J.
TRENDLER, ROBERT
Chicago Theatre of the Air, Enchanted Hour
Mutual
TURK, AL
WSAM, Saginaw, Mich.
TURNER, HARRY
KGHL, Billings, Mont.

— V —

VALYER, GEORGE
WREN, Topeka, Kan.
VAN DAMME, ART
WNBQ, Chicago, Ill.
VAUGHAN, LES
KLIF, Dallas, Tex.
VELEZ, JULIE
WITA, San Juan, P. R.
VIDACOVICH, IRVING
WWL, New Orleans, La.
VOGEL, DONALD
WHA, Madison, Wisc.
VOGT, GERALD
WHEC-TV, Rochester, N. Y.
VOORHEES, DONALD
The Telephone Hour
NBC

— W —

WACKER, PHILLIP
KXRO, Aberdeen, Wash.
WAGNER, ANN
WFBM, Indianapolis, Ind.

WAGY, NORMAN
WBBW, Youngstown, O.

WALK, LAWRENCE
B. March 11, 1903, Strasburg, N. Dakota. The Lawrence Walk Show, KTLA, Los Angeles, Cal.

WALLENSTEIN, DR. ALFRED
Symphonies for Youth
Mutual

WAMSER, FRED
KXLW, St. Louis, Mo.

WARING, FRED
B. June 9, 1900, Tyrone, Pa. Fred Waring Show, CBS-TV

WASHBURNE, COUNTRY
Curt Massey Time
CBS

WATERS, RUSS E.
CFOR, Orillia, Ont.

WATKINS, JOHNNY
KWTX, Waco, Texas

WATSON, GARA
KICA, Clovis, N. M.

WAYNE, BERNIE
Jerry Lester's Late Date
NBC-TV

WEAKLEY, HERSCHEL
KXIC, Iowa City, Iowa

WEBB, FRED
WMFS, Chattanooga, Tenn.

WEBER, HENRY
Chicago Theatre of the Air
Mutual

WEBSTER, F.
CJON, St. Johns, Canada

WEED, BUDDY
George Jessel Show
ABC-TV

WEED, HAROLD
ABC

WEELANS, LES
KFEL, Denver, Colo.

WEHL, ERNEST
KWKW, Pasadena, Cal.

WEILER, EVA
CHAT, Medicine Hat, Alta.

WELK, LAWRENCE
KTLA, Hollywood, Cal.

WEST, PAUL
KENI, Anchorage, Alaska

WHEELER, RON
KTAT, Frederick, Okla.

WHITE, BEVERLY
WISC, Madison, Wisc.

WHITSELL, JACK
KCHA, Charles City, Iowa

WILD, ERIC
CBK, Winnipeg, Man.

WILDER, LEE
WMIK, Middlesboro, Ky.

WIELADT, ALLE
WFBG, Altoona, Pa.

WILLIAMS, GENE
KMOD, Modesto, Cal.

WILLIAMS, TED
WAJR, Morgantown, W. Va.

WILSON, DON
WDYK, Cumberland, Md.

WILSON, GRANT
WXEL, Cleveland, O.

WILSON, MEREDITH
Meredith Wilson's Music Room, NBC
All Star Revue, NBC-TV

WILSON, RINI
Ev-ry Day
NBC

WINCH, SY
KSYC, Yreka, Cal.

WINTERS, MEL
WOAI, San Antonio, Texas

WIRGES, BILL
Roy Doty Show
WABD, New York

WOLFF, KARL
CKFI, Ft. Frances, Ont.

WOOD, TOMMY
WMBR, Jacksonville, Fla.

WOODALL, BOOTS
WAGA, Atlanta, Ga.

WROTEN, WYNEZ
WBIP, Booneville, Miss.

WYSE, BILL
KWBW, Hutchinson, Kans.

— Y —

YANDON, DEL
KXLY, Spokane, Wash.

YATES, GLORIA
KTVQ, Oklahoma City, Okla.

YEAGER, RAY
KROW, Oakland, Cal.

YOKOM, MOSE
CJKL, Kirkland Lake, Ont.

YOUNG, VICTOR
B. Aug. 8, 1900, Warsaw, Poland.

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

YOURK, LOUISE
KOVE, Lander, Wyo.

— Z —

ZIMMERMAN, HARRY
KHJ, Los Angeles, Cal.

ZIMMERMAN, PAUL E.
WMVA, Martinsville, Va.

For
"BEHIND THE MIKE
AND
BEFORE THE CAMERA"

LISTINGS FOR ALL TALENT

SEE PAGE 1047

BILL CULLEN

Exclusive Management

Martin Goodman

ANNOUNCERS—MC'S

RADIO AND TELEVISION

—their work during 1953

☆

— A —

ADAMS, BILL
Let's Pretend
CBS

ADAMS, BOB
Kiddie Roundup
WBSM, New Bedford, Mass.

ADAMS, DEAN
Good Morning
WNBF, Binghamton, N. Y.

ADERHOLD, BOBBIE
WJBB, Haleyville, Ala.

AFMAN, DAVE
WMUU, Greenville, S. C.

AGEE, ALETHA
WTTG, Washington, D. C.

ALCALA, ED
Dance Party
KWRN, Reno, Nev.

ALEXANDER, DICK
WICC, Bridgeport, Conn.

ALEXANDER, GRAHAM
KCMJ, Palm Springs, Cal.

ALEXANDER, JACK
Hour of Stars
WDSU, New Orleans, La.

ALLEN, BOB
WSDR, Sterling, Ill.

ALLEN, DAVE
KWK, St. Louis, Mo.

ALLEN, ED JR.
WDOR, Sturgeon Bay, Wis.

ALLEN, FRANK
Musical Clock
KFEQ, St. Joseph, Mo.

ALLEN, RONALD K.
WNOP, Newport, Ky.

ALLEN, TOMMY
KTVQ, Oklahoma City, Okla.

ALSTON, JOE
KEYL-TV, San Antonio, Tex.

ALTON, GENE
CJLS, Yarmouth, N. S.

AMADON, ART
WBZ, Boston, Mass.

AMECHE, DON
Coke Time
Starring Eddie Fisher
NBC, NBC-TV

AMECHE, JIM
Jim Ameche Show
WJJD, Chicago, Ill.

AMOS, JOHN
KAFY, Bakersfield, Cal.

ANDERSON, DON
Chow Time
KFH, Wichita, Kan.

ANDERSON, DON
KASH, Eugene, Ore.

ANDERSON, HANS
WNLC, New London, Conn.

ANDERSON, JACK
WPIC, Sharon, Pa.

ANDERSON, KIRK
A. M. Alley
WFGM, Fitchburg, Mass.

ANDERSON, MILTON
WJAS, Pitts., Pa.

ANDERSON, ROY
WMNB, North Adams, Mass

ANDERSON, SAM
WNAR, Norristown, Pa.

ANDERSON, WARREN
KFDA, Amarillo, Texas

ANDREWS, DAVE
KOLN, Lincoln, Neb.

ANDREWS, JOHNNY
Lights, Camera, Questions
WNBK, Cleveland, O.

ANDRICK, WILLIAM
WBLK, Clarksburg, W. Va.

ANTOINE, TEX
Weather By Wethbee
NBC-TV

ARCHER, GRAHAM
KGW, Portland, Oregon

ARMSTRONG, STUART
WEEK, Peoria, Ill.

ARMSTRONG, TOM
Starliters
WGAR, Cleveland, O.

ARNOLD, BOB
Bob & Eddie
WLBZ, Bangor, Maine

ASH, KEN
WHAV, Haverhill, Mass.

ASHBY, DICK
WMAZ, Macon, Ga.

ASHBY, MARGARET
KCOG, Centerville, Iowa

ASHER, JAMES D.
WJDA, Quincy, Mass.

ATKINSON, CHAS.
WILD, Birmingham, Ala.

ATKINSON, JIM
KSEL, Lubbock, Texas

ATWATER, F. KENT
WJRI, Lenoir, N. C.

AUSTIN, DICK
CKCR, Kitchener, Ont.

AUSTIN, FLETCHER
WBT, Charlotte, N. C.

AVERA, GROVER
WGAF, Valdosta, Ga.

AVERY, MARC
WIZE, Springfield, Ohio

AVRUCH, FRANK
WNEB, Worcester, Mass.

AYERS, S. CARLTON
WRTA, Altoona, Pa.

— B —

BAKER, ART
B. Jan. 7, 1898, New York
You Asked For It, ABC-TV; Dinah Shore Show, NBC-TV; Life of Riley, Badge 714, KTTV

BALLARD, DAVID
KFWB, L. A., Cal.

BARBER, DON
Today's Top Five
WGBS, Miami, Fla.

BARCLAY, PAUL
WHUM, Reading, Pa.

BARLOW, JOHN
KSL, Salt Lake City, Utah

BARNET, JAMES
KRUS, Ruston, La.

BARRY, JACK
Life Begins At Eighty
Dumont

BARTLETT, RAY
KWKH, Shreveport, La

BARTON, HAL
WTAD, Quincy, Ill.

BASELEON, GEORGE
WEEK, Peoria, Ill.

BATES, KARL
Bates Box Office
WTAM, Cleveland, Ohio

BATTERSEA, WES
KNXT, Los Angeles, Cal.

BEALE, CLYDE
WRUF, Gainesville, Fla.

BECK, JACKSON
B. July 23, 1912, New York City.
Theatre Guild, ABC-TV; Search That Never Ends, MBC; F.B.I. In Peace and War, CBS; Space Cadet, Dumont; Doctor's Wife, NBC; Paramount Newsreel

BECKER, JACKSON
KCLS, Flagstaff, Arizona

BELL, BOB
WLW, Cinn., O.

BELL, DORESE E.
B. June 21, 1925, Decatur, Ala.
TV Card Party, WTOP-TV; General Electric Theatre, New Homes Preview, WMAL-TV; Hi Neighbor, WHAM-TV; Sports Celebrities, WTTG-TV; Dorese Bell Show, WRNY

BELL, KENNETH
WSMB, New Orleans, La.

BELL, WAYNE
WCKY, Cinn., O.

BELLMAN, JERRY
WPDR, Portage, Wisc.

BENGSTON, CHARLIE
Town Crier
WATR, Waterbury, Conn.

BENNETT, DOTTYE
KSD-TV, St. Louis, Mo.

BENNETT, FRED
WPTZ, Phila., Pa.

BENSON, RED
Phrase That Pays, NBC; Name That Tune, NBC, NBC-TV; Take a Number, Mutual; Great Day, Mutual; Movie Matinee, Mutual; Red Benson Show, Dumont

BERGESON, CHUCK
Ladies Day
WJBK-TV, Detroit, Mich.

BERLIN, PAUL
KNUZ-TV, Houston, Texas

BERNAM, MEL
WKYW, Louisville, Ky.

BERNARD, BILL
Bill's Backyard
WNDR, Syracuse, N. Y.

BERNIER, GUS
WMUR, Manchester, N. H.

BERTLEMANN, DICK
WNAB, Bridgeport, Conn.

BIER, JOSEPH
WOR, New York

BLAINE, JIM
Brighter Day
CBS

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLASE, BOB
WFAA, Dallas, Texas

BLASKE, ART
Musical Almanac
KFAM, St. Cloud, Minn.

BLESSING, SAM
Silver Dollar
KMAN, Manhattan, Kan.

BOGDEN, HILARY
WJAS, Pitts., Pa.

BOISVERT, LOUIS, A.
WBRY, Waterbury, Conn.
BOLLINGER, JIM
WKYW, Louisville, Ky.
BOLTON, LESLIE, R.
KARK, Little Rock, Ark.
BOLVIN, JAY
WHAV, Haverhill, Mass.
BORDERN, JACK
WGTH, Hartford, Conn.
BOURNE, PORTER
WXYZ, Detroit, Mich.
BOWICK, BILL
WALB, Albany, Ga.
BOWLES, JOHN
KNBC, S. F., Cal.
BOWTON, DON
WROK, Rockford, Ill.
BOYETT, BILL
KCEN, Temple, Texas
BOYLE, JIM
WWJ, Detroit, Mich.
BRACKEN, DENNIS
WOLF, Syracuse, N. Y.
BRADLEY, CURTIS
WEHT, Henderson, Ky.
BRADY, ED
KNBC, San Francisco, Cal.
BRANDL, MILT
WISN, Milwaukee, Wisc.
BRANDT, MEL
News
NBC
BRANSON, BRUCE
KFBK, Sacramento, Cal.
BRANSON, TERRY
KTRH, Houston, Texas
BRENDLER, GENE
Wedding Belles
KPTV, Portland, Ore.
BRENNAN, DAN
WVOK, Birmingham, Ala.
BRENNER, PAUL
WAAT, Newark, N. J.
BRENNER, SYD
WNHC, New Haven, Conn.
BRINK, ART
KROC, Rochester, Minn.
BRINK, CHARLES
WHAM, Rochester, N. Y.
BROCK, RAY
The Fox Club
WHBY, Appleton, Wis.
BROOK, PHILIP
WDBO, Orlando, Fla.
BROOKS, FOSTER
WAVE, Louisville, Ky.
BROOKS, NORMAN
WPTZ, Phila., Pa.
BROWN, AL
WICC, Bridgeport, Conn.
BROWN, ART
WENS, Pitts., Pa.
BROWN, BERNARD
WAPO, Chattanooga, Tenn.
BROWN, ED
KSTM-TV, St. Louis, Mo.
BROWN, LARRY
WPEN, Phila., Pa.
BROWN, NELSON
WNLC, New London, Conn.
BROWN, PAUL
WERD, Atlanta, Ga.
BROWN, TED
Phrase That Pays
NBC
BRUCE, JACK
WNAX, Yankton, S. D.
BRUTON, ERIC
WGGA, Gainesville, Ga.
BUCK, HERBERT
WHBO, Tampa, Fla.
BUECKMAN, GENE
WMAY, Springfield, Ill.
BUICE, ROBERT L.
KARK, Little Rock, Ark.
BUKER, NORM
WLAM, Lewiston, Maine
BULTER, CLIFF
WLOU, Louisville, Ky.
BUNN, BILL
WGTM, Wilson, N. C.
BURGESS, TOM
WMSC, Columbia, S. C.
BURKETT, LOU
WFRO, Fremont, O.
BURLEY, DON
WBBZ, Ponca City, Okla.
BURNETT, JAMES
Rumpus Room
WHBC, Canton, O.
BURNS, AL
WPTR, Albany, N. Y.
BUTHERUS, ED
KGW, Portland, Oregon
BUTLER, DON
Butler's Party
WGBS, Miami, Fla.
BUYD, JO
Listen Ladies
WMPA, Aberdeen, Miss.

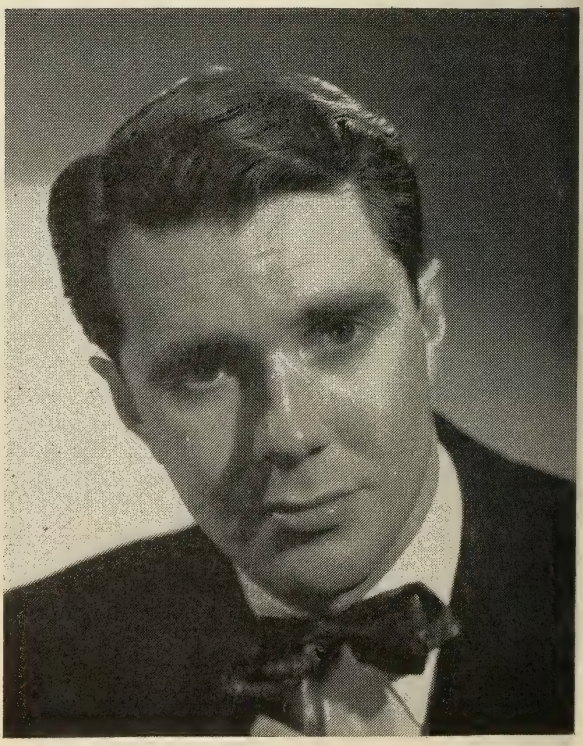
— C —

CALDWELL, CHUCK
Rendevous
WPAD, Paducah, Ky.
CALLAHAN, GREG
WEOA, Evansville, Indiana
CAMERON, DAVE
WRGB, Schenectady, N. Y.
CAMPBELL, DEWITT
Cadillac Music Hall
WING, Dayton, O.
CAMPBELL, REX
KSL, Salt Lake City, Utah
CANADY, BILL
WSRS, Cleveland, O.
CANE, LARRY
KNUZ, Houston, Texas

BILL LAZAR

RADIO
TELEVISION
FILMS

MUrray Hill 8-6600



CANNON, JOHN
Guiding Light
CBS
CARLSON, CARL
KAFY, Bakersfield, Cal.
CARLSON, HARRY
WOR, New York
CARPENTER, KEN
Lux Radio Theatre
CBS
CARSON, TOM
WJW, Cleveland, O.
CARTER, FRANK
WPEN, Phila., Pa.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARVELL, TONY
T 'N' T
SGY, Schenectady, N. Y.
CARY, TOM
KMTV, Omaha, Neb.
CASE, LEE
WITH, Baltimore, Md.

CASE, NELSON
B. Feb. 3, 1910, Long Beach, Cal. NBC Symphony; Omnibus, CBS-TV; Road of Life, CBS-NBC; Lowell Thomas, CBS; Rob't. Montgomery Presents, NBC-TV; Amahl and the Night Visitors, NBC-TV

CASSINI, IGOR
Igor Cassini Show
Dumont
CASTBERG, RALPH
KNGS, Hanford, Cal.
CHAMBERLIN, MIKE
KEAR, San Francisco, Cal.
CHANDLER, JACK
Club 11
KONA, Honolulu, T. H.
CHAPEAU, TED
WMBR, Jacksonville, Fla.
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
CHARLES, LELAND
WSFA, Montgomery, Ala.
CLAPP, CHARLES
WEEB, Southern Pines, N. C.
CLAYTON, BOB
Boston Ballroom
WHDH, Boston, Mass.
CLEFTON, ROD
Clefton's Corner
KHQ, Spokane, Wash.
CLUTE, JOHN
WEAV, Plattsburg, N. Y.
COBB, JACK
WTVJ, Miami, Fla.
COGLIN, RUSS
KROW, Oakland, Cal.
COLEM, FRED B.
Carnival of Music
WHDH, Boston, Mass.
COLEMAN, HERMAN
Man On The Street
WMGR, Bainbridge, Ga.
COLLIER, RALPH
WHAM, Rochester, N. Y.
COLLINS, FRED
WNBC, N. Y., N. Y.
COLLINS, GEORGE
WWJ, Detroit, Mich.
COLLYER, BUD
Break The Bank
NBC, NBC-TV

COLLYER, BUD
Break The Bank, NBC; Beat The Clock, CBS-TV; Quick As A Flash, ABC-TV; On Your Way, Dumont

COMO, HUNTER
KDAL, Karnival
KDAL, Duluth, Minn.
COMPTON, PAUL
KOWL, Santa Monica, Cal.
CONCHAN, CLIFF
WISC, Madison, Wisc.
CONDREN, STEWART
KCBD, Lubbock, Texas
CONFER, BILL
Matinee Melodies
WJAC-TV, Johnstown, Pa.
CONNER, MEL
WNRC, New Rochelle, N. Y.
CONOVER, WILLIS
1260 Club
WWDC, Washington, D. C.
CONRAD, JOHN
WNBQ, Chicago, Ill.
COOK, BILL
WAAT, Newark, N. J.
COOK, ED
WMBM, Miami Beach, Fla.
COOK, JACK
WNOK, Columbia, S. C.
COONS, JOHNNY
WNBQ, Chicago, Ill.
COONTZ, EDDIE
KHJ, Los Angeles, Cal.
COOPER, AL
WEEU, Reading, Pa.
CORCORAN, BILL
King's Kamera
KING-TV, Seattle, Wash.
CORLEY, BOB
WQXI, Atlanta, Ga.
CORNELIUS, MERLE
KTOW, Okla. City, Okla.
CORNWELL, BLAINE
KWFT-TV, Wichita Falls, Tex.
CORRINGTON, J.
WLOK, Lima, O.
CORVO, PHIL
Musical Memories
WATR, Waterbury, Conn.

KEVIN KENNEDY

NEWS AT — 7:00-7:10 P.M.

YOUR MOBILGAS DEALER
EVERY NIGHT

WPIX

TV ANNOUNCER

What's My Line
Pentagon, U.S.A.
Madison Square Garden Events
Diamond Dust

•

FILM

Narration
Curtis Wright, Noma
Liqui-Moly

MUrray Hill 2-6500

TV SALESMAN

Piel's Beer
Robert Burns Cigars
Colgate-Palmolive
Remington-Rand
Gallo Wine
Birdseye
Merkin Paints
Adam Hats

COUGHLIN, FRANCIS
Chicago Symphony
Dumont
COUGHLIN, PAUL
WNRC, New Rochelle, N. Y.
COURTNEY, DEL
KPIX, S.F., Cal.
COWAN, JIM
KIDO, Boise, Idaho
COY, JIM
WNBC, New York, N. Y.
CRAIG, VERN
WKAP, Allentown, Pa.
CRANE, BOB
WICC, Bridgeport, Conn.
CROSBY, BEN
KVOC, Casper, Wyo.
CROSBY, LOU
KHJ, Los Angeles, Cal.
CROW, TIM
WAMS, Wilmington, Del.

CULLEN, BILL
Walk A Mile
NBC

CULP, JESSE
WAVU, Albertville, Ala.
CUNNINGHAM, HOWARD
KEYL-TV, San Antonio, Tex.
CURTIS, RON
WFBL, Syracuse, N. Y.

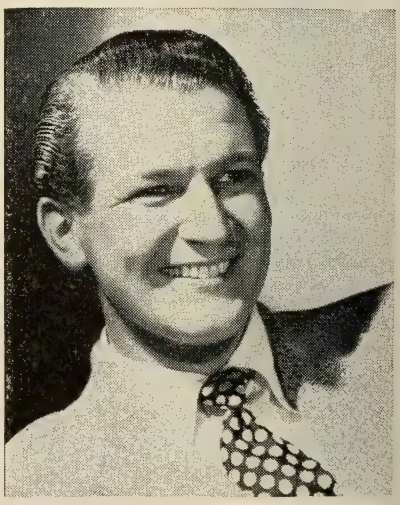
— D —

DAILEY, BUDD
Coffee Time
WSAZ-TV, Huntington, W. Va.
DAILEY, TOM
KWK, St. Louis, Mo.
DALE, BOB
Dinner Platter
WEWS, Cleveland, O.
DALE, STAN
Breakfast Frolic
WJJD, Chicago, Ill.
DANA, ROBERT
Dining Out With Dana
WABD, New York
DANE, JEFF
Variety Show
WTAR-TV, Norfolk, Va.
DANICO, BOB
WOC, Davenport, Iowa
DARGO, BOB
WCSH, Portland, Maine
DAVID, TOBY
Toby David Show
CKLW, Detroit, Mich.
DAVIS, DON
WLW, Cinn., O.
DAVIS, GENE
WAKR, Akron, O.
DAWSON, BOB
KGTV, Des Moines, Iowa
DAWSON, JACK
CFRB, Toronto, Ont.
DAY, BOB
KGO, S.F., Cal.
DEAN, BOB
WBT, Charlotte, N. C.
DEANE, JOE
KQV, Pittsburgh, Pa.
DON DELAGO
KTRC, Sante Fe, N. M.
DE LA VEGA, JOSE
WWRL, New York, N. Y.
DELFINO, FRANK
WICC, Bridgeport, Conn.
DELINE, JIM
Deline Gang
WSYR-TV, Syracuse, N. Y.
DELMONT, JIMMY
WLOL, Minneapolis, Minn.
DENISTON, DAVID S.
WRTA, Altoona, Pa.
DENSON, CHUCK
KGKB, Tyler, Texas
DENVER, DEE
680 Party Line
KFEQ, St. Joseph, Mo.
DEPEW, ART
KGST, Fresno, Cal.
DESMOND, WARREN
KNEW, Spokane, Wash.
DE YOUNG, JOHN
Dinner Winner
WGL, Ft. Wayne, Ind.
DIAZ, R. COLON
WTIL
MAYAGUEZ, Puerto Rico
DICKERMAN, CARL
WEEI, Boston, Mass.
DINSMORE, ED
WBEN, Buffalo, N. Y.

DIXON, BOB
B. April 8, 1911, Stamford, Conn. Perry Mason, Edward R. Murrow, Red Buttons, Person To Person, CBS, CBS-TV; Life Can Be Beautiful, NBC

DIXON, BOB
Easy Listenin'
KFMA, Davenport, Iowa
DOCHEE, JACK
WKBS, Oyster Bay, N. Y.
DONALD, TONY
WITH, Baltimore, Md.
DONALDSON, DAN
Make Up Your Mind
CBS
DONEY, JIM
WXEL, Cleveland, Ohio
DONNELLY, BOB
KOOL, Phoenix, Ariz.
DOYLE, LARRY
KGO, San Francisco, Cal.

TODD RUSSELL
"Wheel of Fortune"—CBS-TV
"Rootie Kazootie"—ABC-TV
Personal Management:
William Morris Agency



BUD COLLYER

DRAKE, RONALD
TV Teen Time
WHP-TV, Harrisburg, Pa.
DREW, JOHN
WOL, Washington, D. C.
DREWS, BOB
Detour With Drews
WAAF, Chicago, Ill.
DRISKILL, JIM
WINN, Louisville, Ky.
DUNBAR, RUSS
WOR, New York
DUNLAP, WALLY
WICC, Bridgeport, Conn.
DURHAM, TEX
KPAC, Port Arthur, Texas
DYER, BOB
WKNX, Saginaw, Mich.

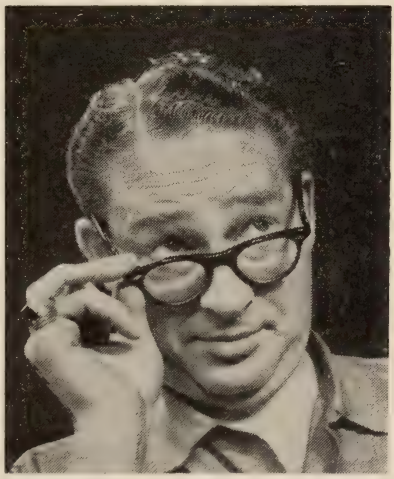
— E —

EAST, HENRY
Breakfast Club
WLAG, Lagrange, Ga.
EATON, GORDON
Music Made in USA
WCCO, Minneapolis, Minn.
ECKOFF, GENE
KSWO, Lawton, Oklahoma
EDELL, BOB
WROK, Rockford, Ill.
EDGAR, BILL
KTRN, Wichita Falls, Texas
EDGAR, NEAL
WUSJ, Lockport, N. Y.
EDGREN, BOB
WNLC, New London, Conn.
EDWARDS, EARL
WNAH, Nashville, Tenn.
EDWARDS, MERLE
WMIN, St. Paul, Minn.
EDWARDSON, BILL
Harmony House
KJEO, Fresno, Cal.
EGGERT, GEORGE
WFBG, Altoona, Pa.
ELDER, EMERSON
KPQ, Weatchee, Wash.
ELLIOTT, BRUCE
Movie QUICK QUIZ
WABD, New York
ELLIOTT, SAM
Tea Dance
WPAD, Paducah, Ky.
ELLIS, BOB
KGW, Portland, Oregon
ELLSWORTH, JACK
WALK
Patchogue, N. Y.
EMERSON, BYRON
WWHG, Hornell, N. Y.
EMERSON, LOU
WCMI, Ashland, Ky.
ENGEL, BOB
WSRS, Cleveland, O.
ENGLES, ED
KTHS, Little Rock, Ark.
ESCRIBANO, RAFAEL
WCMN, Arecibo, Puerto Rico
ETON, JERRY
WFIG, Sumter, S. C.
EVANS, AL, JR.
1400 Club
KCLA, Pine Bluff, Ark.
EVANS, DR. BERGEN
Down You Go
Dumont
EVANS, MARK
WTOP, Washington, D. C.
EVANS, MEL
WAVU, Albertville, Ala.
EVANS, STAN
Shower of Silver
KYOS, Merced, Cal.
EVENS, EMERY
Neighborhood News
WKTG, Thomasville, Ga.
EWING, CLIFF
Kook's Tour
KOOK, Billings, Mont.
EWING, THOMAS E.
KIMA, Yakima, Wash.

— F —

FAIR, BBILL
KDNT, Denton, Texas
FANT, JULIAN
WFOY, St. Augustine, Fla.
FARMER, JON
WAGA, Atlanta, Ga.
FARRELL, JIM
Musical Clock
CKPR, Ft. William, Ont.
FARRINGTON, FIELDEN
Romance of Helen Trent
CBS
FARRINGTON, GLEN
WTAX, Springfield, Ill.
FASSETT, JAMES
Music Commentator, N. Y.
Philharmonic Symphony
Broadcasts
CBS
FELDMAN, GEORGE
WJPS, Evansville, Ind.
FENNEMAN, GEORGE
You Bet Your Life, Dragnet
NBC-NBC-TV
FIELD, RED
KRIZ, Phoenix, Ariz.
FILES, BURT
WHUC, Hudson, N. Y.
FILKINS, LARRY
KGNC, Amarillo, Texas
FINDLAY, BOB
WSKB, McComb, Miss.

PHIL TONKEN
ACTOR - ANNOUNCER - M.C.
HIGH TENSION — TV
GREATEST FIGHTS OF CENTURY — TV
THE GREATEST DRAMA — TV
RADIO PLAYHOUSE
—NEMO —WEATHER REPORTER
MAN FROM TIMES SQUARE
RADIO REGISTRY MU 8-6600 TV



RED BENSON
"NAME THAT TUNE"
NBC-TV
monday nite at 8
"TAKE A NUMBER"
MUTUAL
friday nite at 8

FINLEY, LARRY
B. May 4, 1913, Syracuse, N. Y. The Larry Finley Show, KFWB, Hollywood, Cal.; Hollywood Movie Premiers, WMGM, N. Y.; KLAC-TV, KECA-TV, KNXT-TV, Hollywood, Cal.

FISHER, NORM
KGEZ, Kalispell, Mont.

FISHER, ROBERT
WJPB, Fairmont, W. Va.

FITZMAURICE, MICHAEL
B. April 28, 1908, Chicago, Ill. Lowell Thomas, Fun For All, CBS; Right to Happiness, John Cameron Swayze, NBC; Whispering Streets, ABC

FITZPATRICK, LEO
KHQ, Spokane, Wash.

FLAHERTY, BOB
WCKY, Cinn., O.

FLEMMING, ED
Our Gal Sunday
CBS

FLESEY, JERRY
Valley Gadabout
KSRV, Ontario, Ore.

FLETCHER, FRED
WRAL, Raleigh, N. C.

FLINN, JIM
WPTW, Piqua, Ohio

FLINT, WALTER
WGPC, Albany, Ga.

FLOWERS, SALLY
WLWC, Columbus, O.

FLYNN, CHARLES
WFBG, Altoona, Pa.

FLYNN, JACK
WICY, Malone, N. Y.

FLYNN, PETER
KLBS, Houston, Tex.

FORBES, BOB
WJMX, Florence, S. C.

FORMAN, WIN
Music For The Missus
WARM, Scranton, Pa.

FORREST, JOHN
KOL, Seattle, Wash.

FORREST, RON
KYMA, Yuma, Ariz.

FOSTER, FRED T.
KFSD, San Diego, Cal.

FOX, BILL
KRBC, Abilene, Texas

FOX, DAVE
KLIX, Twin Falls, Idaho

FOX, JOHN
WKKO, Cocoa, Fla.

FRANCIS, AL
Fun With Francis
WKST, New Castle, Pa.

FRANKLIN, DELMAS
Morning Jamboree
WLAQ, Rome, Ga.

FREDERICKS, JACK
WKTV, Utica, N. Y.

FREEMAN, FRANK
WHBF, Rock Island, Ill.

FREEMAN, WALTER
KTMC, McAlester, Oklahoma

FREIMUTH, BOB
KVIC, Victoria, Texas

FRENCH, DICK
Strictly From Richard
WILS, Lansing, Mich.

FRIBERG, ALICE
WCYB, Bristol, Va.

FROST, DON
WLPO, La Salle, Ill.

FUHRMANN, DON
KSEI, Pocatello, Idaho

FULGHAM, BILLY
WVOP, Vidalia, Ga.

FULKERSON, FRED
WVMC, Mt. Carmel, Ill.

FULTON, ROBERT
Ladies' Bouquet
KERG, Eugene, Ore.

FURNELL, WM.
KCCC, TV, Sacremento, Cal.

— G —

GABHART, DAVID
WBKZ, Battle Creek, Mich.

GAINES, JERRY
WHAT, Phil., Pa.

GALLAGHER,
WMAS
Wilmington, Del.

GALLAGHER, PAUL
WHDL, Olean, N. Y.

GARCIA, GENE
Unk Gene
WALT, Tampa, Fla.

GARDNER, JACK
Music Varieties
WBIP, Booneville, Miss.

GARWOOD, JOHN
WNBZ, Saranac Lake, N. Y.

GASQUE, KENNETH
WJAY, Mullins, S. C.

GAYNOR, BOB
WVOW, Logan, W. Va.

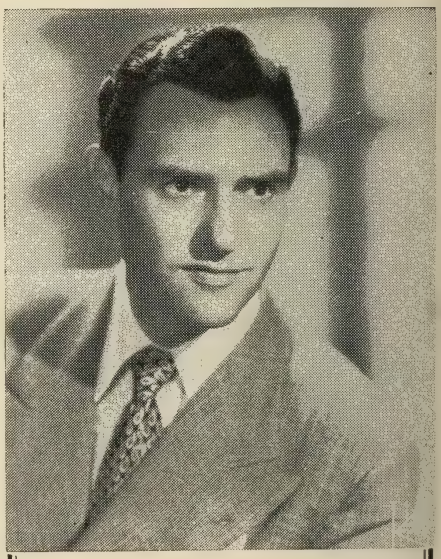
GEDON, GEORGE
WBPZ, Lock Haven, Pa.

GEER, SANDY
WALT, Tampa, Fla.

GENTRY, WAYNE
Keep It Happy
KCOM, Sioux City, Iowa

GEORGE, CAL
Casino
CKWX, Vancouver, B. C.

WALTER HERLIHY



MORT LAWRENCE

Host: "Big Payoff" — CBS-TV and NBC-TV
Announcer: "We Love Dogs" — ABC-TV

LExington 2-1100

GEORGE, RUSS
The Russ G. Show
WNLK, Norwalk, Conn.
GERMAN, LOU
After Hours Show
WORL, Boston, Mass.
GERO, NORM
WCOG, Greensboro, N. C.
GERON, H. NORMAN
WWSO, Springfield, O.
GETZ, ART
WSAN, Allentown, Pa.
GIBBONS, BILL
WFGN, Gaffney, S. C.
GIBBONS, JIM
WMAL, Washington, D. C.
GIBBS, JIM
KIVY, Crockett, Tex.
GIBSON, ALEC
WTVJ, Miami, Fla.
GIBSON, JIM
KTRF, Thief River Falls, Minn.
GILBERT, JAY
WEAR, Pensacola, Fla.
GILBERT, JOHN
WRR, Dallas, Texas
GILL, EARLE
WPTZ, Phila., Pa.
GILLIGAN, ROY
WKRC, Cinn., O.
GILMAN, HAL
WSLB, Ogdensburg, N. Y.
GILREATH, H. C.
WVOP, Vidalia, Ga.
GIRONA, ENRIQUE
WKVM, San Juan, P. R.
GISH, ED
KLIX, Twin Falls, Idaho
GLASS, CHARLES
After Hours
KROP, Brawley, Cal.
GLEBA, TOM
WBNS, Columbus, Ohio
GOLDEN, JERRY
WLIP, Kenosha, Wis.
GOODWIN, ART
WAGE, Syracuse, N. Y.
GORDON, DOROTHY
New York Times Youth Forum
Dumont
GORDON, JOHN
CKLW, Detroit, Mich.
GORDON, WILLIAM
WEAT, Lake Worth, Fla.
GRADY, JACK
KYNO, Fresno, Cal.

GRAHAM, VIRGINIA
The Virginia Graham Radio Show, WABC, N.Y.; Here's To Your Health, WABC-TV, New York; Where Was I?, Food For Thought; Dumont, WABD-TV, New York

GRAHAM, WILLIAM
WIKE, Newport, Vermont
GRANGER, ALLEN
WOR, N. Y., N. Y.
GRANGER, JERRY
KWBE, Beatrice, Neb.
GRAUE, KEN
KTLA, Hollywood, Cal.

GRAUER, BEN
B. June 2, 1908, New York City. March of Medicine, Show of Shows, NBC-TV; Between The Lines, WNBT, N. Y.; NBC Symphony, NBC; Citizens Union Searchlight, Ben Grauer News, WNBC, N. Y.

GRAY, JOHN
WHBO, Tampa, Fla.
GREEN, EARL
WTVN, Columbus, O.
GREEN, GEORGE
KGHL, Billings, Mont.
GREEN, JOHNNY
KPHO, Phoenix, Arizona
GREENE, ERVIN
KMUR, Murray, Utah
GREENWOOD, DEL
WGBF, Evansville, Indiana
GREGORY, GREG
Harbor Lights
WTMA, Charleston, S. C.

GREGSON, JACK DANA
B. July 14, 1915, Spokane, Wash. Jack's Place, ABC; Saturday Night Flights, ABC-TV

GREY, JERRY
Open House
KXGI, Fort Madison, Iowa
GRIMSBY, ROGER
WEBC, Duluth, Minn.
GRONDIN, FREDDIE
Musique En Tete
CKCV, Quebec
GROVER, JOHN
KNBC, S. F., Cal.
GUEST, BOD
Guest House
WJR, Detroit, Mich.
GUNN, BEN
WAGA, Atlanta, Ga.
GUNN, BOB
WJRD, Tuscaloosa, Ala.
GUNN, DICK
Dance Band Parade
KSUB, Cedar Rapids, Utah

— H —

HAEFNER, GEORGE
WHAM, Rochester, N. Y.

JAY JACKSON
M. C.—"Twenty Questions"

CY HARRICE
Lexington 2-1100

HAGERMAN, JOHN
WKNX, Saginaw City, Mich.
HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.
HAGLI, DAVE
KWKH, Shreveport, La.
HALE, GEORGE
WABI, Bangor, Maine
HALEY, PAT
WMCK, McKeesport, Pa.
HALEY, TOM
Haley's Daily
WNBK, Cleveland, O.
HALL, HOWARD
WOW, Omaha, Neb.
HALL, JIMMY
KMAC, San Antonio, Texas
HALTER, BYRON
WLDS, Jacksonville, Ill.
HAMPTON, JACK
KPAM, Portland, Oregon
HANDLON, GEORGE
KGU, Honolulu, Hawaii
HANN, JERRY
KXOL, Ft. Worth, Texas
HANNAH, RALPH
KVOU, Uvalde, Texas
HANNON, JACK
WNAX, Yankton, S. D.

HARRICE, CY
B. March 1, 1915, Chicago, Ill. The Big Story, Cavalcade of America, NBC; Broadway to Hollywood, Dumont; Philco Television Playhouse, Philco Radio Playhouse, CBS

HARRILL, NELSON
WGWR, Asheboro, N. C.
HARRIS, BOB
KFRE, Fesno, Cal.
HARRIS, LLOYD
WMAZ, Macon, Ga.
HARTLEY, JIM
Alarm Clock Club
WDUN, Gainesville, Ga.
HART, BILL
KWBW, Hutchinson, Kan.
HART, BOB
KFAL, Fulton, Mo.
HARVEY, ROY
Busco Bandwagon
WGL, Ft. Wayne, Ind.
HASTINGS, JACK
WPBC, Minneapolis, Minn.
HATFIELD, LANSING
WWNC, Asheville, N. C.
HAVIG, DEAN
KMO-TV, Tacoma, Wash.
HAWKINS, LEM
KFGO, Fargo, N. D.
HEMKE, BILL
KOLN, Lincoln, Neb.
HENDRIX, CLIFF
KCSJ, Pueblo, Colo.
HENNESSY, FRANK
Morning Timekeeper
WNDR, Syracuse, N. Y.
HENRY, CARL
WRIB, Providence, R. I.
HENRY, PAT
KROW, Oakland, Cal.
HENSON, DOUG
WJMJ, Philadelphia, Pa.

HERLIHY, EDWARD
Horn & Hardart Children's Hour, Your Show of Shows, Kraft Theatre, NBC-TV; Weekend, NBC

HERLIHY, WALTER F.
Kraft Television Theatre, Music From Meadowbrook, ABC-TV; Dionne Lucas Show, Gloria DeHaven Show, Lisa Ferraday Show, Ann Rutherford Show, WABC-TV, New York

HERMAN, BERNIE
Music Til Midnight
WIRE, Indianapolis, Ind.
HETHERINGTON, KEITH
Mity Mike's Kitchen
KMO-TV, Tacoma, Wash.
HETRICK, WAYNE
WLAN, Lancaster, Pa.
HEYDE, BUDD
KNBC, San Fran., Cal.
HICKMAN, HENRY
Club 1300
WFBR, Baltimore, Md.
HICKS, GEORGE
Theatre Guild On The Air
NBC
HILL, BOB
KMTV, Omaha, Neb.
HILL, DUANE
Surprise Package
KSL-TV, Salt Lake City, Utah
HINDS, BILL
Buzz & Bill
WDTV, Pittsburgh, Pa.
HINES, PETE
WDSR, Lake City, Fla.
HINKLEY, HARRY
Pet Parade
WHP-TV, Harrisburg, Pa.
HITE, BOB
Crime Photographer
CBS
HOAG, DAVE
WWNH, Rochester, N. Y.
HOBBY, WES
WNAB, Bridgeport, Conn.
HODGSON, JAY
Mother's Delight
KTBC-TV, Austin, Tex.
HOFFMAN, HOWARD
WXEL, Cleveland, Ohio

JOHN SAVAGE

MU 8-6600

JACK GREGSON

LE 5-1371

HOFFMAN, WALT
WHAM, Rochester, N. Y.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOLDEN, DONALD
WDZ, Decatur, Ill.
HOLMES, BOB
WFBL, Syracuse, N. Y.
HOLT, FRED
WCKY, Cinn., O.
HONEYMAN, KEN
WHIO, Dayton, O.
HONEYMAN, RUSS
City Court
WWCA, Gary, Ind.
HOPKINS, BILL
KLBS, Houston, Tex.
HOSTETLER, CHUCK
KHOZ, Harrison, Ark.
HOULIHAN, BILL
Weather Show
WEEK, Peoria, Ill.
HOYLE, SUNNY
WHKY, Hickory, N. C.
HUBBARD, HARRY
KFIR, North End, Oregon
HUBBARD, ROY
WMAZ, Macon, Ga.
HUGH, IVOR
WCCC, Hartford, Conn.
HUNT, RALPH
Rise & Shine
WABI, Bangor, Maine
HURLBUT, JIM
Zoo Parade
NBC-TV

— I —

INGSTAD, BOB
KOVC, Valley City, N. D.
IRVING, CHARLES
Search For Tomorrow
CBS-TV

— J —

JACKSON, BOB
KRHD, Duncan, Okla.
JACKSON, CARROLL
WLAU, Laurel, Miss.

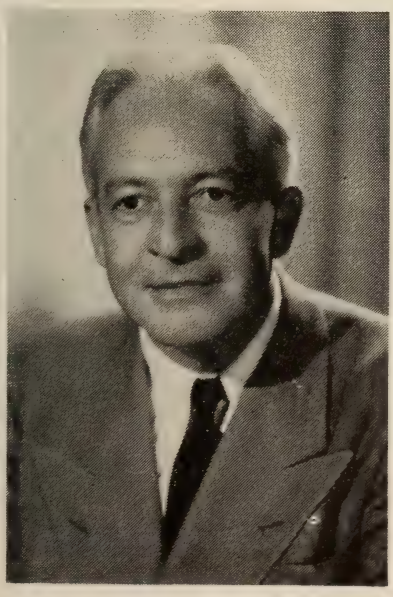
JACKSON, JAY

B. Nov. 4, 1918, Waverly, Ohio. My Little Margie, Philco Television Playhouse, NBC-TV; Omnibus, CBS-TV; Twenty Questions (TV) Dumont; Twenty Questions (Radio) Mutual

JACKSON, KENT
Stump The Experts
WTOB-TV, Winston-Salem, N. C.
JACKSON, MAURICE
Jackson's Beat
WVKO, Columbus, O.
JAFFEE, TED
WAAM, Baltimore, Md.
JAMES, BOB
WWHG, Hornell, N. Y.
JAMES, DENNIS
Two For The Money,
Amateur Hour
NBC-TV
JAMES, HERB
KWWL, Waterloo, Iowa
JAMES, HUGH
Wendy Warren And The News
CBS
JAMES, KEN
WOW-TV, Omaha, Neb.
JAMES, JERRY
KEAR, San Francisco, Cal.
JASS, MEL
WCCO, Minn., Minn.
JEFFREYS, ALLAN
WTOP, Washington, D. C.
JENKINS, BOB
WPFB, Middletown, Ohio
JENKINS, BOB
KONO, San Antonio, Texas
JENKINS, WAYNE
Breakfast With Blondie
WBOW, Terre Haute, Ind.
JENSEN, LEIF
WDRC, Hartford, Conn.
JOHNSON, BOB
KRIZ, Phoenix, Ariz.
JOHNSON, BUDDY
KRIC, Beaumont, Texas
JOHNSON, JOHNNY
Birthday Club
KMCO, Conroe, Tex.
JOHNSON, WALLY
KFEQ, St. Joseph, Mo.
JONES, AL
WRR, Dalas, Texas
JONES, BILL
KLZ, Denver, Colo.
JONES, DICK
WREB, Holyoke, Mass.
JONES, JIMMY
Rhythms At Random
KGVL, Greenville, Tex.
JONES, ROYCE A.
WIMO, Winder, Ga.
JORGENSEN, FRED
KGO, S. F., Cal.

— K —

KABAY, MIKE
KGBC, Galveston, Texas
KANE, PHIL
Breakfast Set
WOC, Davenport, Iowa
KARLE, DON
WXYZ, Detroit, Mich.
KASSERA, LOREN
WLCX, LaCrosse, Wisc.



ART BAKER

NELSON CASE

KAVANAGH, AL
WSAV, Savannah, Ga.
KAY, BOB
WMIE, Miami, Fla.
KAY, BOB
WAVE, Louisville, Ky.
KAYE, BOB
Vignettes of the American Theatre
KEYD, Minneapolis, Minn.
KEARNEY, GERRY
WFEA, Manchester, N. H.
KEEFE, AL
Ladies Choice
KSCB, Liberal, Kan.
KEEP, BARNEY
Keeps Corner
KEX, Portland, Ore.
KELLY, GENE
WEBR, Buffalo, N. Y.
KELLY, PAUL F.
KSIW, Woodward, Okla.
KELLY, WARREN
Warren Kelly Show
WXYZ-TV, Detroit, Mich.
KENNEDY, BOB
Sense & Nonsense
NBC-TV
KENNEDY, KEN
WFRX, W. Frankfort, Ill.

KENNEDY, KEVIN

WPIX, New York, N. Y.

KENNEDY, LEE
WRAY, Princeton, Indiana
KENNEDY, C. WARREN
All Nite Jukebox
WTIX, New Orleans, La.
KENT, CARL
KTAR, Phoenix, Arizona
KENT, GEORGE
Here and There
CBK, Winnipeg, Man.
KESSENICH, JACK
Magic Music Chest
WDUZ, Green Bay, Wis.
KESSLER, DON
WAKN, Siaken, S. C.
KEYS, CHARLIE
Ladies Matinee
KCBD-TV, Lubbock, Tex.
KIERNAN, WALTER
Who Said That?
NBC-TV
KILIAM, JIM
WAAM, Baltimore, Md.
KINDER, ROD
WNAR, Norristown, Pa.
KING, BILL
WIRL, Peoria, Ill.
KING, BOB
KVTV, TV, Sioux City, Iowa

KING, CARL

B. July 30, St. Louis, Mo.
King's Crossroad, Syndicated; Rocket Rangers, Journey Through Life, CBS-TV

KING, CARL
Woodchoppers Ball
KTRE, Lufkin, Tex.
KING, DON
WCIL, Carbondale, Ill.
KING, STUBBY
WKBI, St. Marys, Pa.
KING, WILLIAM O.
Amateur Club
WTOC, Savannah, Ga.
KIRBY, DURWARD
Hilltop House
CBS
KIRCHNER, DICK
KTVQ, Oklahoma City, Okla.
KIRKPATRICK, DAVE
WMNB, North Adams, Mass.
KITTELL, CLYDE
News
NBC
KNIGHT, CY
CHAB, Moose Jaw, Saskatchewan, Canada
KNIGHT, JACK
WCOS, Columbia, S. C.
KORDECKI, DON
WFOM, Marietta, Ga.
KOVACS, ERNIE
WCBS, N. Y.
KOZIOL, RONALD
WRDB, Reedsburg, Wisc.
KROLL, JAY
WELS, Kinston, N. C.
KRUPP, LARRY
WJW, Cleveland, O.
KUNDER, CLAY
KHSL, Chico, Cal.
KYLE, FORREST
KPMC, Bakersfield, Cal.

— L —

LACY, JOHN
Happiness Exchange
KNOE, Monroe, La.
LAMB, ART
WTTG, Washington, D. C.
LAMB, BOB
KFOX, Long Beach, Cal.
LAMBERT, KENNETH
WLDS, Jacksonville, Ill.
LAMPMAN, HUGH
KCLN, Fort Worth, Tex.
LANE, LARRY
WEBK, Tampa, Fla.
LANGSTON, JOE
WNPT, Tuscaloosa, Ala.
LARKIN, DON
WAAT, Newark, N. J.
LARSEN, GENE
Breakfast With Gene
KFMA, Davenport, Iowa

DEL SHARBUTT

"The Betty White Show"

NBC-TV

LARSON, BEN
WOW, Omaha, Neb.
LAUGHLIN, JIM
Coffee Club
KLCB, Libby, Mont.
LAWRENCE, JACK
WPWA, Chester, Pa.
LAWRENCE, JERRY
KFAL, Fulton, Mo.
LAWRENCE, JOHNNY
WOKO, Albany, N. Y.

LAWRENCE, MORT

B. Dec. 4, 1914, Philadelphia, Pa. The Big Payoff, CBS-TV and NBC-TV; We Love Dogs, ABC-TV

LAWSON, JOHN
Record Shop
CFOR, Orillia, Ont.
LAWSON, RALPH
WZIP, Covington, Ky.
LAYMAN, EARLE
Radio Council
WPRC, Lincoln, Ill.

LAZAR, BILL

B. July 8, 1921, Appleton, Wis. Pepper Young's Family, NBC; Oscar Awards Telecast, Paul Winchell Show, Kulka, Fran & Ollie, NBC-TV; Search for Tomorrow, Red Buttons Show, CBS-TV

LAZAROW, ART
WWJ, Detroit, Mich.
LEAHY, TOM
KWBB, Wichita, Kan.
LEE, BOB
KCOK, Tulare, Cal.
LEISURE, CLARENCE
KNBC, S. F., Cal.
LEMEN, WALTER H.
KCOG, Centerville, Iowa
LEMON, DOC
Doc's Digest
WVKO, Columbus, O.
LEONARD, BOB
WMMN, Fairmont, W. Va.
LEONARD, LEE
WTOV, Norfolk, Va.
LePAGE, JEAN
WMSA, Massena, N. Y.
LESTER, BILL
KOY, Phoenix, Arizona
LESTER, DON
WLW, Cinn., O.
LEVERING, PETE
KGPH, Flagstaff, Arizona
LEVITT, AL
KROW, Oakland, Cal.
LEWIS, RALPH
WTAD, Quincy, Ill.
LEYDEN, BILL
KTTV, Los Angeles, Cal.
LEZOTTLE, GEORGE E.
Tune Inn
WAVZ, New Haven, Conn.
LIDDLE, BOB
KGA, Spokane, Wash.
LIEBMAN, JERRY
WPIC, Sharon, Pa.
LIENEMANN, GENE
KSID, Sidney, Neb.
LILES, MARDI
Farm Hour
WFLA, Tampa, Fla.
LILLIGREN, CHUCK
WDLB, Marshfield, Wis.
LINDBERG, WALLY
KCNA, Tucson, Arizona
LINDMAN, STUART
Show Tunes
WMIN, St. Paul, Minn.
LINGLE, DICK
WFBM, Indianapolis, Ind.
LIVELY, BILL
KWIN, Ashland, Oregon
LOCKHART, GLENN
WPCF, Panama City, Fla.
LOCKWOOD, GLENN
Fun For Breakfast
KOOK, Billings, Mont.
LONER, HELDON
WVVW, Fairmount, W. Va.
LONG, DAN
Musical Clock
WJVB, Jacksonville Beach, Fla.
LONG, DEANE S.
Meet Your Neighbor
KVOE, Santa Ana, Cal.
LONGFELLOW, TOMMY
KARK, Little Rock, Ark.
LONGMAN, BILL
Off The Record
KFMA, Davenport, Iowa
LOTT, JOHNNIE
WERH, Hamilton, Ala.
LOWE, JACKSON
WOL, Washington, D. C.
LUBECK, ROBERT
KROY, Sacramento, Cal.
LUCAS, BEN
WRGA, Rome, Ga.
LUCK, LUCKY
Lucky Luck Show
KONA, Honolulu, T. H.
LUDDEN, ALLEN
College Quiz Bowl, Mind Your Manners
NBC, NBC-TV
LUKE, HARRY
WICC, TV
Bridgeport, Conn.
LUND, JACK
KXRX, San Jose, Cal.
LUND, ROGER
WECT, Elmira, N. Y.
LUNDBERG, VIC
You Win
KTUL, Tulsa, Okla.
LUSK, BERNIE
KROC, Rochester, Minn.
LYNN, KEN
WFBM, Indianapolis, Ind.

— Mc —

McADOO, DICK
KFDM, Beaumont, Texas
McBRIDE, GORDON
Wake Up Everyone
CFKI, Ft. Frances, Ont.
McCAFFERY, JOHN K. M.
What's The Story
Dumont
McCARTNEY, DICK
KCUL, Ft. Worth, Tex.
McAULIFFE, TOM
WERI, Westerly, R. I.
McCOY, BOB
KGVO, Missoula, Mont.
McCOY, JACK
Glamour Girl
NBC-TV
McCOY, RONNIE
KFEL, Denver, Colo.
McCULLOUGH, DAN
Movie Quick Quiz
WABD, New York
McDANIEL, GRANT
KIDO, Boise, Idaho
McDANIELS, EARL
KFVD, L. A., Cal.
McDEVITT, LEO
Shopper s Matinee
WALE, Fall River, Mass.
McDONALD, H.O., JR.
WELP, Easley, S. C.
McDONALD, RODERICK
WMTV, Madison, Wisc.
McELRATH, JACK
Time Out
KEPO, El Paso, Texas
McGUIRE, JOE
WHOW, Clinton, Ill.
McIVER, RAY
WERD, Atlanta, Ga.
McKAY, JAMES
WLBB, Carrollton, Ga.
McKEEHAN, BOB
KCNA, Tucson, Arizona
McLAIN, BOB
WFKY, Frankfort, Ky.
McMULLAN, JACK
WMBS, Uniontown, Pa.
McNUTT, JACK
WJBB, Haleyville, Ala.

— M —

MacDONALD, ARCH
WBZ, Boston, Mass.
MacDONALD, DON
KCMJ, Palm Springs, Cal.
MACK, BILL
Music Time
WEDC, Chicago, Ill.
MACK, TED
Ted Mack's Original Amateur Hour
NBC-TV
MacRAE, JOHNNY
Matinee With MacRae
WABI, Bangor, Maine
MADDON, ED
WARM-TV, Scranton, Pa.
MAHAFFET, CHUCK
KXA, Seattle, Wash.
MAHAN, JOHN
WDAS, Phila., Pa.
MAHER, WILLIAM
WOR, New York
MALE, COLIN
WCPO-TV, Cincinnati, O.
MALONE, BILL
WMAL-TV, Washington, D. C.
MANLOWE, DUDLEY
KNBC, S. F., Cal.
MANNS, BILL
WIP, Phila., Pa.
MARGARITE, LEON
Dawn Patrol
WBBF, Rochester, N. Y.
MARION, ED
Flash Gordon
KGMB-TV, Honolulu, T. H.
MARSHALL, ROBERT
Record Jury
WGBS, Miami, Fla.
MARTELL, TONY
WQAN, Scranton, Pa.
MARTIN, BOB
Record Round Up
WALT, Tampa, Fla.
MARTIN, GLENN
KLZ, Denver, Colo.
MARTIN, JACK
WCUE, Akron, Ohio
MARTIN, JIM
Jim Martin Show
WHOO, Orlando, Fla.
MARTIN, JOHNNY
WLOU, Louisville, Ky.
MARTINEZ, MANUEL
WKVM, San Juan, P. R.
MASINGILL, LUTHER
WDEF, Chattanooga, Tenn.
MATTOLA, TONY
Melody Street
DuMont
MAXWELL, DAVE
KBIG, Avalon, Cal.
MAXWELL, RUDOLPH
WDIX, Orangeburg, S. C.
MAYER, BRUCE
Ladie's Man
WABD, New York
MAYER, JACK
WALB, Albany, Ga.
MEATH, ED
Musical Clock
WHEC, Rochester, N. Y.
MEHRMAN, BOB
WTAO, Boston, Mass.
MELA, GRAHAM
WONN, Lakeland, Fla.

MELTON, CHARLES
WIS, Columbia, S. C.
MERCEIN, TOM
WTMJ, Milwaukee, Wis.
MERCIER, RAY
Alarm Clock Club
WPOR, Portland, Maine
MERKER, GARY
WAKR, Akron, Ohio
MERRITT, HERBERT A.
WHAI, Greenfield, Mass.
MEYERS, DUTCH
KFOR, Lincoln, Neb.
MICHELMAN, ED
KGMB, Honolulu, T. H.
MIDDLETON, BOB
1450 Club
WWSC, Glens Falls, N. Y.
MILLER, GEORGE, JR.
KADA, Ada, Okla.
MILLER, HARVEY
WBRE-TV, Wilkes-Barre, Pa.
MILLER, LEE
WRTA, Altoona, Pa.
MILLER, LINDY
WBZ, Boston, Mass.
MILLER, OTTO
KFSD, San Diego, Cal.
MILLER, PAT
Jamboree
WTAR-TV, Norfolk, Va.
MILLER, WES
KAFY, Bakersfield, Cal.
MILLS, FRANK
It Seems Like Yesterday
WBAP-TV, Forth Worth, Tex.
MILNER, ART
WKDN, Camden, N. J.
MINTER, ERNIE
WOW, Ft. Wayne, Indiana
MITCHELL, BOB
WDAS, Phila., Pa.
MITCHELL, CHUCK
WSOK, Nashville, Tenn.
MITCHELL, CLIFF
Morning Marathon
KASM, Albany, Minn.
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MOFFAT, CHARLES
WJOB, Hammond, Ind.
MOLNAR, EMERY
WMCK, McKeesport, Pa.
MOODY, BLAIR
Meet Your Congress
DuMont
MOORE, CARL
Beantown Varieties
WEEI, Boston, Mass.
MOORE, ED
WTMA, Charleston, S. C.
MOORE, FREDERICK
KFOX, Long Beach, Cal.
MORALES, JOE
KLVL, Pasadena, Texas
MOREAU, AL
Invitation To Music
WSPB, Sarasota, Fla.
MORETTI, SKIP
KCLO, Leavenworth, Kansas
MORGAN, DICK
WDBJ, Roanoke, Va.
MORGAN, WAYNE
WMFR, High Point, N. C.
MORRIS, BEN
WKY, Oklahoma City, Okla.
MORRIS, ELMER
KWHN, Ft. Smith, Ark.
MORRIS, GILBERT
WDAS, Phila., Pa.
MORROW, JACK
Country Carnival
WIBC, Indianapolis, Ind.
MORSE, JIM
WENY, Elmira, N. Y.
MOSTELLER, JERRY
WAKE, Greenville, S. C.
MUNZELL, SPECS
WIS, Columbia, S. C.
MURPHY, BOB
Bob Murphy Calling
WJBK-TV, Detroit, Mich.
MURPHY, ED
WCAN, Milwaukee, Wisc.
MURPHY, HARVEY
WEHT, Henderson, Ky.
MURPHY, JACK
WUSJ, Lockport, N. Y.
MURRAY, DEAN
Studio A
KCOM, Sioux City, Iowa

— N —

NABORS, TED
KTHT, Houston, Texas
NAGEL, CONRAD
Broadway To Hollywood
DuMont
NAGLESTAD, FRED
WOW-TV, Omaha, Neb.
NAVA, MILT
Latin American Rhythms
KWKW, Pasadena, Cal.
NEAL, BOB
WMPS, Memphis, Tenn.
NEFF, ERNEST
Pets On Parade
WKJF-TV, Pittsburgh, Pa.
NEHRLING, WALLY
Dawn Patrol
WIRE, Indianapolis, Ind.
NEILAN, RAY
WKNB, New Britain, Conn.
NELSON, ART
KLIF, Dallas, Tex.
NELSON, CHARLES
WFBG, Altoona, Pa.
NELSON, DAVE
Mart of Music
KSTT, Davenport, Iowa
NELSON, DEV
KFOR, Lincoln, Nebraska
NELSON, GEORGE
Hour of Music
KSTN, Stockton, Cal.
NELSON, GEORGE
WHIT, New Bern, N. C.
NELSON, JOHN
Bride And Groom
NBC-TV
NELSON, LEE
WFNC, Fayetteville, N. C.
NELSON, LLOYD
The Clock Spinner
WDAR, Savannah, Ga.
NELSON, PAUL
Trading Post
KSO, Des Moines, Ia.
NELSON, TED
WJRD, Tuscaloosa, Ala.
NEWHOUSE, SHELBY
WWJ, Detroit, Mich.
NEWMAN, ROBERT
WEEU, Reading, Pa.
NICOL, DON
WTIX, New Orleans, La.
NICOL, DON
WTIX, New Orleans, La.
NIELSON, WARREN
KMA House Party
KMA, Shenandoah, Ia.
NIEMI, TED
WKBN-TV, Youngstown, O.

NIMMO, BILL

B. June 18, 1917, Cincinnati, O. Jackie Gleason Show, CBS-TV; Wednesday Boxing, Crime Syndicated, Heaven For Betsy, CBS; Plainsclothes Man, DuMont

NIXON, MILT
WRAP, Norfolk, Va.
NOEL, DICK
Sense And Nonsense
WABD
NOEL, JACK
Jukelodeon
WTTS, Bloomington, Ind.
NOLAN, GEORGE
KFDA, Amarillo, Tex.
NOLAN, JAMES
KIMA, Yakima, Wash.
NOLTON, JOHNNY
KGNC, Amarillo, Texas
NORDINE, KEN
WMAQ, Chicago, Ill.
NORGARD, ROBERT
WFRO, Fremont, O.
NORK, DON
WHTB, Talladega, Ala.
NORMAN, DON
WBRC, Birmingham, Ala.
NORMAN, HAL
WLCR, Torrington, Conn.
NORMAN, HERB
WWRL, N. Y., N. Y.
NORTON, IVERS
WHDL, Olean, N. Y.
NORMAN, STAN
KOY-TV, Phoenix, Ariz.
NORWOOD, BOB
WALM, Albion, Mich.
NUZUM, BILL
WBNS, Columbus, O.
NUZUM, CHUCK
WTVN, Columbus, O.
NUZUN, CHUCK
WTVN, Columbus, O.

— O —

O'BRIEN, JOE
Rosemary
CBS

O'CONNOR, BILL

Shows For WCFL, WJJD, WMAG, WIND, WGN, WAAF, WAIT, Chicago, Ill.

O'CONNOR, JOHN
Rendezvous with Music
WCCM, Lawrence, Mass.
O'DELL, STEWART
Record Shop Time
WSLI, Pikeville, Ken.
O'DONNELL, BOB
WHEC-TV, Rochester, N. Y.
O'DONNELL, CHARLES
WHAT, Phil., Pa.
O'DONNELL, ROBERT
Midnight Mayor
WHEC, Rochester, N. Y.
OGILVIE, JACK
WBEN, Buffalo, N. Y.
O'GRADY, JOE
WLSH, Lansford, Pa.
O'HALLORAN, HAL
WBAY, Green Bay, Wisc.
O'HARA, PEGGY
Sense And Nonsense
WABD, New York
OLINGER, DICK
WCRO, Johnston, Pa.
OLIPHANT, PAUL
Garden Gate
CBS
OLIVE, GRAY
WMSC, Columbia, S. C.
OLIVER, DOUG
KCBQ, San Diego, Cal.

OLSEN, JOHNNY

Second, Chance, NBC; Johnny Olsen Show, Mutual

OLSEN, JOHNNY
Second Chance
NBC
OLSON, HARVEY
Shoppers Special
WDRC, Hartford, Conn
O'NAN, PAT
WINN, Louisville, Ky.

O'NEILL, CHUCK
WFEA, Manchester, N. H.
ORLAND, GENE
WESB, Bradford, Pa.
O'REILLY, JACK
WOR, New York
O'TOOLE, BILL
Life Is Worth Living
Dumont
OTTE, JOHNNY W.
WJCD, Seymour, Ind.
OWENS, AL
WFNC, Fayetteville, N. C.
OZIMEK, STAN
PNH Varieties
WKNB, New Britain, Conn.

— P —

PAEVEY, DON
WCKY, Cinn., O.
PAGE, SAM
Meet Your Neighbor
WNBF-TV, Binghamton, N. Y.

PALMER, BUD

B. Sept. 14, 1921, Hollywood, Cal.
Jackie Gleason Show, CBS-TV; Natl. Tennis Championships, Kate Smith Show, NBC-TV; Hockey, Basketball, Dog and Horse Shows, WPIX, N. Y.

PALMER, INGHAM
CKCL
Truro, Nova Scotia, Canada
PARKER, BILL
Ranch Club
WNBF-TV, Binghamton, N. Y.
PARKER, KEN
WPTR, Albany, N. Y.
PARRISH, HELEN
WKLF, Clanton, Ala.
PARRISH, WEBBER
WNAH, Nashville, Tenn.
PARSONS, BOYD
WGAD, Gadsden, Ala.
PARSONS, GERRARD
CHNS, Halifax, N. S.
PARTRIDGE, DICK
WEIM, Fitchburg, Mass.
PASSE, LOEL
KTHT, Houston, Texas
PATE, JOE
KNED, McAlester, Okla.
PATRICK, PAT
Time Show
WERD, Atlanta, Ga.
PATTERSON, JOHN
KDLR, Devils Lake, N. D.
PATTISON, JIM
Kids Klub
WTVE, Elmira, N. Y.
PAUL, NORMAN
KSJO, San Jose, Cal.

PAUL, RALPH

B. Oct. 11, 1920, Denver, Colo.
Strike It Rich, CBS-TV; Sound Stage, TV Playhouse, NBC-TV

PAXTON, TOM
WKY, Oklahoma City, Okla.
PAYMAR, GORDON
WFTV, Duluth, Minn.
PAYNE, HOWARD
Coffee Club
WSWN, Belle Glade, Fla.
PEARL, SUMNER
WICE, Providence, R. I.
PEHLMANN, CARL
Spotlight
KKTV, Colorado Springs, Colo.
PERKINS, RONNIE
KTYL, Mesa, Ariz.
PERRIN, CAROLYN
WHBB, Selma, Ala.
PERRY, SID
WVLN, Olney, Ill.
PERRY, WES
WCIL, Carbondale, Ill.
PETERS, BOB
WFAS, White Plains, N. Y.
PETERS, BOBBY
Bobby Peters Show
WBAP-TV, Fort Worth, Tex.
PETERSON, ART
WHEN, Syracuse, N. Y.
PEELZER, EGEN
WALA, Mobile, Ala.
PHILLIPS, JOE
WDIX, Orangeburg, S. C.
PHILLIPS, LEA
KWRC, Pendleton, Ore.
PHILLIPS, N.
Photo Night
CJGX, Yorkton, Sask.
PHIPPS, JOHN
WHLN, Harlan, Ky.
PICCOLO, DOM
WKBI, St. Marys, Pa.
PICKWORTH, AL
KTHS, Little Rock, Ark.
PIERCE, BILL
WQAN, Scranton, Pa.
PIERCE, JOHN
Musicale
CJRL, Kenora, Ont.
PITCOCK, BOB
KFSA, Ft. Smith, Ark.
PITTMAN, CHUCK
WJAY, Mullins, S. C.
PITZER, CRORY
WKST, New Castle, Pa.
PLATTER, PAUL
Paul Platter Show
WSAI, Cincinnati, O.
POOLE, BOB
Poole's Party Line
WFBC, Greenville, S. C.
POOLE, BOB
WFBC, Greenville, S. C.
POPKINS, GEORGE
WXGI, Richmond, Va.
POTTER, BILL
WMOU, Berlin, N. H.
POWELL, BOB
WPTZ, Phila., Pa.
POWELL, KEN
WECT, Elmira, N. Y.
PRESCOTT, ALLEN
WFIL, Phila., Pa.
PRESSON, GENE
WCMA, Corinth, Miss.
PRICE, CLYDE
WNPT, Tuscaloosa, Ala.
PUCKETT, TRUMAN
Southern Jubilee
WJLD, Birmingham, Ala.
PURCELL, CHAS. W.
WCAO, Baltimore, Md.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.

— R —

RAINES, JAMES H.
WCBC, Anderson, Indiana
RANDALL, DALE
KWWL, Waterloo, Iowa
RANDALL, WILLIAM E.
WHAI, Greenfield, Mass.
RAPCHAK, MIKE
On Mike
WAAF, Chicago, Ill.
RASHLEIGH, WARREN
KAKE, Wichita, Kan.
RASKIN, DICK
WGNY, Newburgh, N. Y.
RAST, MIKE
WCOS, Columbia, S. C.
RAVEN, GEO.
KYJC, Medford, Oregon
RAWSON, RON
Young Dr. Malone
CBS
RAY, CURT
KMOX, St. Louis, Mo.
RAYCEE, DEL
WICY, Malone, N. Y.
RAYMOND, JACK
WISN, Milwaukee, Wisc.
RAYMOND, OLLIE
KMOX, St. Louis, Mo.
REAGON, MAT
WBUF, Buffalo, N. Y.
REARDON, RUSS
WCOG, Greensboro, N. C.
REAU, DAVE
Keyd to Good Listening
KEYD, Minneapolis, Minn.
REDDY, JOHN
WCBS, N. Y., N. Y.
REDFERN, JACK
Requestfully Yours
WWIN, Baltimore, Md.
REEVES, JACK
The Rendezvous
KSTV, Stephenville, Tex.
REIHL, ALLEN
WOKZ, Alton, Ill.
REINHARDT, FRED
KITO, San Bernardino, Cal.
REMY, MEL
KNAK, Salt Lake City, Utah
REYNOLDS, GENE
Juke Box Favorites
WBAP, Ft. Worth, Tex.
REYNOLDS, PAUL
WTSP, St. Petersburg, Fla.
REZNOR, JOHNNY
WPFB, Middletown, Ohio
RICE, BILL
WMAY, Springfield, Ill.
RICE, C. B.
KLVL, Pasadena, Texas
RICHARDS, BILL
WESA, Charleroi, Pa.
RICHARDSON, BRUCE
WROK, Rockford, Ill.
RICHARDSON, TOMMY
KRHD, Doncan, Okla.
RILEY, BILL
Teen Time
KRNT, Des Moines, Ia.
RILEY, JAY
WMOK, Metropolis, Ill.
RININGER, RON
WJAC-TV, Johnstown, Pa.
RIPPY, RONNIE
WLOE, Leaksville, N. C.
RISSLING, BOB
WBZ, Boston, Mass.
RITTER, DON
WGGH, Marion, Ill.
ROBERTS, BURT
WFOM, Marietta, Ga.
ROBERTS, CHARLES
Ten O'Clock Tunes
WGAR, Cleveland, O.
ROBERTS, CLIFF
Music Room
WDSU, New Orleans, La.
ROBERTS, JAMES
Music In The Air
WHBC, Canton, O.
ROBERTS, KEN
This Is Nora Drake
CBS
ROBERTS, KENNY
KLMR, Lamar, Colo.
ROBERTS, PAUL
Robin's Nest
WSPB, Sarasota, Fla.
ROBERTS, PETER
WNBT, N. Y., N. Y.
ROBERTS, PETER
News, NBC
ROBERTS, WILLIAM
KGYW, Vallejo, Cal.
ROBINSON, JIM
KWBE, Beatrice, Neb.
ROCHON, CLAUDE
CJSO, Sorel, Quebec, Canada
RODDY, JIM
WEAV, Plattsburg, N. Y.
ROGERS, DON
WRIB, Providence, R. I.

ROGERS, DON
WMIX, Mt. Vernon, Ill.
ROHN, JIM
Stumpus Boys
KSJB, Jamestown, N. D.
ROMAN, RALPH
WTAQ, Lagrange, Ill.
ROMAN, ROY
WMBG, Richmond, Va.
ROMANO, THOMAS
WNHC, New Haven, Conn.
ROQZIE, JACK
Night Beat
WWDC, Washington, D. C.
ROSS, GEORGE
WKXL, Concord, N. H.
ROSS, RICHARD
Early Edition
KING-TV, Wash.
ROTHMAN, LEE
WKOW, Madison, Wisc.
ROWELL, PECK
WJHO, Opelika, Ala.
RUGGLES, DON
KRES, St. Joseph, Mo.
RUNDLE, ANN
Community Reporter
WLAD, Danbury, Conn.
RUSSELL, FRAN
WCYB, Bristol, Va.

RUSSELL, TODD

Rootie Kazootie, ABC-TV; The Wheel of Fortune, CBS-TV

— S —

SACCO, BOB
The Spinning Wheel
WAZL, Hazelton, Pa.
SANDS, LEE
WOL, Washington, D. C.
SANTON, CHESTER
WQXR, N. Y., N. Y.
SARGENT, KENNY
KLIF, Dallas, Tex.
SATER, HARTLEY
KGO, San Francisco, Cal.

SAVAGE, JOHN

Safeway Theatre—WPIX; Boston Blackie, The Unexpected, WABC-TV

SCHNEBLY, LAWRENCE
KVOA, Tucson, Arizona
SCHOOLAN, IVAN
Dinner Bell
KOA, Denver, Colo.
SCHROT, BOB
KHSL, Chico, Cal.
SCOFIELD, LEEDS
WEEU, Reading, Pa.
SCOTFIELD, CARTER
WDBO, Orlando, Fla.
SCOTT, ANDY
WSGN, Birmingham, Ala.
SCOTT, FRED
Captain Video
DuMont
SCOTT, JOE
Club 28
WBRE-TV, Wilkes Barre, Pa.
SELDES, GILBERT
NBC Lecture Hall
NBC
SEYMOUR, DAN
Aunt Jenny
CBS
SHANLEY, JIM
Bill & Jim
WICH, Norwich, Conn.

SHARBUTT, DEL

B. Feb. 16, 1913, Cleburne, Tex. Betty White Show, All Star Revue, Kukla, Fran and Ollie, NBC-TV; Hollywood Music Hall, KTLS, Los Angeles

SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHAW, HAL
WABI, Bangor, Maine
SHEFFER, GLENN
WCMB, Harrisburg, Pa.
SHELLEY, BOB
WFBC, Greenville, S. C.
SHELTON, JIM
Pick-A-Pocket
WIBC, Indianapolis, Ind.
SHELTON, JOHN
Every Little Moment
WITV, Ft. Lauderdale, Fla.
SHEPHERD, CHARLES R.
WWNC, Asheville, N. C.
SHEPPARD, ALAN
KROY, Sacramento, Cal.
SHERMAN, ART
Matinee Melodies
WJAC-TV, Johnstown, Pa.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHERWOOD, BOBBY
Stars On Parade
Dumont
SHIELDS, LARRY
KFMB, San Diego, Cal.
SHREVE, LEN
KGW, Portland, Oregon
SHRIVER, BOB
KFEL, Denver, Col.

SILBERT, BILL

B. Jan. 1, 1921, Detroit, Mich. Bill Silbert Show, WMGM, New York; Bill Silbert Show, Let's Go Bowling, WABD, New York

SIMMS, AL
WSNJ, Bridgeton, N. J.
SIMMS, HANK
KIKI, Honolulu, Hawaii
SIMMS, HANK
Spotlite Review
KONA, Honolulu, T. H.
SIMPSON, RALPH
Greenville, S. C.
SKINNER, BOB
WTMJ, Milwaukee, Wisc.
SLOANE, ROBERT
The Big Story
NBC, NBC-TV
SMITH, BILL
WPEN, Phila., Pa.
SMITH, BILL
WSFA, Montgomery, Ala.
SMITH, CLAYTON
Breakfast Time
WAGM, Presque Isle, Maine
SMITHERMAN, ROSS
WALA, Mobile, Ala.
SNOW, BOB
WEEK, Peoria, Ill.
SNYDER, JAY
KGO, S. F., Cal.
SOBOL, JOHNNY
WILK, Wilkes-Barre, Pa.
SOUTHWICK, TOREY
Top O' The Morning
WAKR, Akron, O.
SPILLMA, SANDY
KPIX, S. F., Cal.
SPOO, EDDIE
WWHG, Hornell, N. Y.
STAMPER, WILLIAM
WKDN, Camden, N. J.
STANLEY, ART
KBON, Omaha, Neb.
STANLEY, BILL
Bill & Jim
WICH, Norwich, Conn.
STANLEY, DAVE
WCPO-TV, Cincinnati, O.
STANLEY, MITCH
WWON, Woonsocket, R. I.
STANLEY, RAY
KWBB, Wichita, Kan.
STARKEY, DALE
KHQ, Spokane, Wash.
STEADMAN, W. R.
WNDB, Daytona Beach, Fla.
STEELE, DALE
WSOC, Charlotte, S. C.
STEELE, TED
WPIX, N.Y., N.Y.
STEVENS, LARRY
Movietime
KGMB-TV, Honolulu, T. H.
STEWART, BOB
WBRY, Waterbury, Conn.
STEWART, CAL
WOWO, Ft. Wayne, Indiana

STEWART, JAY

B. 1920, Summitville, Ind. It Pays to Be Married, NBC; Your Claim To Fame, ABC-TV; Townhall Party, KTTV, Los Angeles

STEWART, JOHN
WKOP, Binghamton, N. Y.
STEWART, RAY
It Pays To Be Married
NBC
STILLE, BERT
Sweet & Swing
WHKC, Columbus, O.
STIR, JACK
WFLA, Tampa, Fla.
ST. LEGER, JOHN
WOR, N. Y., N. Y.
STOHL, HANK
Home Edition
WDTV, Pittsburgh, Pa.
STOKEY, MIKE
Pantomine Quiz
Dumont
STONE, GEORGE
WMAQ, Chicago, Ill.
STRIBLING, BILL
WBCU, Union, S. C.
STUART, STREETER
WBZ, Boston, Mass.
STULB, EILEEN
Dick & Eileen Show
WRDW, Augusta, Ga.
STURGES, JIM
WKOP, Binghamton, N. Y.
STURM, DEAN
Saturday Night Jamboree
WSAZ-TV, Huntington, W. Va.
SUDDETH, GENE
WEAR, Pensacola, Fla.
SULLIVAN, BILL
WHGB, Harrisburg, Pa.
SUTTER, J. RICHARD
WRMN, Elgin, Ill.
SUTTON, BILL
KFRE, Fresno, Cal.
SWART, JACK
WFTL, Ft. Lauderdale, Fla.
SWARTZ, BOB
Money Man
KHQ, Spokane, Wash.
SWARTZ, FRANK
WFRO, Fremont, O.
SWEENEY, BUDD
Sweet & Swing
WHKC, Columbus, O.
SWIHART, WALT
WHIO, Dayton, O.

— T —

TAPLEY, CHARLIE
WKRG, Mobile, Ala.
TAYLOR, BILL
Weather
KCBD-TV, Lubbock, Tex.
TAYLOR, SAM
WCHA, Chambersburg, Pa.
TAYLOR, STEVE
KCOK, Fresno, Cal.
TAYLOR, TOM
WKNX, Saginaw City, Mich.
TEAS, FRANK
WABI, Bangor, Maine
TEAS, WALT
Morning in Maryland
WFBR, Baltimore, Md.
TESCH, BUDD
WHEC-TV, Rochester, N. Y.
TESCH, BUDD
WHEC, Rochester, N. Y.

THEISS, BOB
WKOW, Madison, Wisc.
THOMAS, EARL
Early Bird
WWSC, Glens Falls, N. Y.
THOMAS, GORDON
WTMJ, Milwaukee, Wisc.
THOMAS, NEWTON
WXGI, Richmond, Va.
THOMAS, STEVE
WFIG, Sumter, S. C.
THOMAS, WARREN
WKRC, Cinn., O.
THOMASON, BILL
Billboard Tops
WLAQ, Rome, Ga.
THOMASON, JIMMY
KAFY, Bakersfield, Cal.
THOMPSON, JOSEPH
KSCO, Santa Cruz, Cal.
THOMPSON, RAY
KROC, Rochester, N. Y.
TIBBETTS, DONN
WFEA, Manchester, N. H.
TICE, OLIN
FBI In Peace And War
CBS
TIDMORE, EVELYN
WNPT, Tuscaloosa, Ala.
TOBIN, PAT
WBBZ, Ponca City, Okla.
TOMASON, JIMMY
KBAK, Bakersfield, Cal.
TOMPKINS, JACK N.
WWNC, Asheville, N. C.
TONEY, LYNN
WPFA, Pensacola, Fla.

TONKEN, PHIL
B. April 13, 1919, Hartford, Conn. High Tension, WOR-TV; Greatest Fights of The Century, ABC-TV; Squad Room, Mutual News, Man From Times Square, Mutual; NEMO Weather Reporter, WOR, New York

TOWNES, MILO
WSRS, Cleveland, O.
TRACY, BILL
WSKB, McComb, Miss.
TRAVIS, LEWIS
KRIC, Beaumont, Texas
TRUDAU, NED
Sunrise Symphony
WABY, Albany, N. Y.
TUFTS, PETE
KTUC, Tucson, Arizona
TUCKER, DICK
WBZ, Boston, Mass.
TUCKER, DICK
WBZ, Boston, Mass.
TUCKER, TOMMY
WRAL, Raleigh, N. C.
TUCKER, TOMMY
WMBR, Jacksonville, Fla.
TUPPER, HOWARD
T 'N' T
WGY, Schenectady, N. Y.
TURNER, HARRY
KGHL, Billings, Mont.
TUTTON, RON
WMBR, Jacksonville, Fla.

— U —

UHLIS, FRAN
KGBX, Springfield, Mo.
UMBACH, BOB
WILD, Birmingham, Ala.
UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.

— V —

VABER, ALAN
WBRK, Pittsfield, Mass.
VALLE, DAN
WFAS, White Plains, N. Y.
VAN ARSDALE, RUSS
New England Talent Club
WJAR-TV, Providence, R. I.
VANDERHOOF, BRUCE
B. V.'s Open House
KDYL-TV, Salt Lake City, Utah
VAN DYKE, DICK
Music Shop
WLW-A, Atlanta, Ga.
VAN PATTEN, GRANT
WRGB, Schenectady, N. Y.
VANWART, KENNETH
WTAO, Boston, Mass.
VENTRELLA, TONY
Music Time
WEDC, Chicago, Ill.
VARNEY, BILL
WKXL, Concord, N. H.
VEAL, SPEED
The Speed Veal Show
WJHP, Jacksonville, Florida
VENTER, MEL
KFRC, S. F., Cal.
VERNON, MAC
Mail Order Melodies
KSCB Liberal, Kan.
VERNON, ROY
WREN, Topeka, Kan.
VIEHMAN, ED
Mr. Nobody
WCCO, Minneapolis, Minn.

— W —

WAGNER, GENE
KMO, Tacoma, Wash.
WAGNER, GENE
KMO, Tacoma, Wash.
WAHL, JIM
KSTM, El Paso, Texas
WALLINGTON, JIMMY
Ask Hollywood
NBC
WALTON, ART
WILD, Birmingham, Ala.
WARNER, RICHARD
Dick Warner Show
WRDW, Augusta, Ga.
WARREN, BOB
On Your Account
NBC-TV
WARREN, DOUG
WKDN, Camden, N. J.
WARREN, JERRY
KYW, Phila., Pa.
WASHINGTON, TOM
KOB, Albuquerque, N. Mex.
WATSON, BOB
KGNC, Amarillo, Texas
WEAVER, BILL
KCBS, San Francisco, Cal.
WEBB, BILL
KAKC, Tulsa, Okla.
WEBBER, BILL
WEEU, Reading, Pa.
WEBSTER, DAVIES
WJNO, W. Palm Beach, Fla.
WEEKS, DICK
KMO, Tacoma, Wash.
WEGMET, NORM
KGHL, Billings, Mont.
WEINER, MILTON
WLW, Cinn., O.
WENDELL, BILL
Letter To Lee Graham
WABD, New York
WERTENBAKER, TOM
WNBZ, Saranac Lake, N. Y.
WERTZ, IRA
WFBG, Altoona, Pa.
WHEAT, HENRY
KMBC, Kansas City, Mo.
WHEELOCK, HOWARD E.
Reveille
WKNE, Keene, N. H.
WHITE, ALBERT
KNBC, S. F., Cal.
WHITE, HENRY
Clock Watcher
WDOV, Dover, Del.
WHITE, MAURY
KGHL, Billings, Mont.
WHITE, RALPH, JR.
WBGI, Scranton, Pa.
WILCOX, DICK
WSAR, Fall River, Mass.
WILCOX, JOHNNY
WIP, Phila., Pa.
WILLIAMS, DICK
WCKY, Cinn., O.
WILLIAMS, JACK
WBRC, Birmingham, Ala.
WILLIAMS, TED
WEAN, Providence, R. I.
WILLIS, FORREST
Interview Time
WTRY, Troy, N. Y.
WILLIS, JACK
KTAR, Phoenix, Arizona
WILSON, DEAN
KCOL, Ft. Collins, Colo.
WILSON, GLENN
WLW, Cinn., O.
WILSON, JACK
Sunny Side Of The Street
WARM, Scranton, Pa.
WILSON, JIM
KAYS, Hays, Kan.
WILSON, JOHN J.
WFTC, Kinston, N. C.
WILSON, READ
WWNC, Asheville, N. C.
WILSON, STU
KNXT, Los Angeles, Cal.
WILSON, WARD
Can You Top This
NBC
WINTERS, GEO.
WCKY, Cinn., O.
WOLF, ROD
Matinee Melodies
WJAC-TV, Johnstown, Pa.
WOLFF, LESTER "L"
Between The Lines
WABD, New York
WOODARD, HAL
KYW, Phila., Pa.
WOODWORTH, S. J.
Truth or Consequences
KCHS, N. M.
WORKHOVEN, BOYD
Sentimental Journey
WKLO, Louisville, Ky.
WORTLEY, ROBERT
KTUL, Tulsa, Okla.
WYNN, BERT
Car Tunes
KYA, San Francisco, Cal.

— Y —

YOUNG, AL
WCMA, Corinth, Miss.
YOUNG, DUKE
Duke's Dilemma
KUGN, Eugene, Ore.
YOUNG, JAMES
Breakfast Party
WITZ, Jasper, Ind.
YOUNG, JIM
WERI, Westerly, R. I.
YOUNGBLOOD, WES
KSEL, Lubbock, Texas
YOUNT, CHARLES
WKBV, Richmond, Ind.

— Z —

ZACHARY, HUGH
KADA, Ada, Okla.
ZAPITUL, BILL
KLIX, Twin Falls, Idaho
ZIEDMAN, AL
WKWK, Wheeling, W. Va.
ZIMMERMAN, DAVE
WWJ, Detroit, Mich.
ZIMMERMAN, HARRY
WLOL, Minneapolis, Minn.

IRVING MANSFIELD

Producer-Director

"FIRESIDE THEATER"

"GENERAL ELECTRIC THEATER"

RADIO-TV PRODUCERS

Network and Independent

—and their work during 1953

☆

— A —

ACREE, CHUCK
Man On The Farm
Mutual

ADAMS, WM. J.
WHEC-TV, Rochester, N. Y.

ADLER, DR. PETER H.
NBC Opera, Recital Hall
NBC-TV

ANDREWS, CLARK
Top Guy, Modern Romances
ABC

ANDREWS, DAVE
Capsule of Knowledge
KOLN, Lincoln, Neb.

ANNON, JACK
Movie Quick Quiz
KGMB-TV, Honolulu, T. H.

APPY, GERALD
Variety Plus
WLWA, Atlanta, Ga.

ARNELL, PETER

I'll Buy That, The Name's the Same, Wheel of Fortune, CBS-TV

ATEX, SUSAN
KSAN-TV, San Francisco, Cal.

AVERY, IRA
Theatre of Today
CBS

AWSUMB, ROGER
Inside City Hall
WMIN, St. Paul, Minn.

— B —

BACKLUND, RALPH
Feature Project, Public Affairs Programs
CBS

BAILY, MEL
Wonderful City
Mutual

BAKER, RUSS
KGO, S. F., Cal.

BARNHILL, DICK
Commissioner's Report
WMAL-TV, Washington, D. C.

BARNUM, MERRITT
Excursion
NBC-TV

BARNUM, PETE

B. April 20th, 1904, Ossining, N. Y. Colgate Comedy Hour, Excursion, NBC-TV

BATTLE, CHARLOTTE
WKLO, Louisville, Ky.

BECKERMAN, LARRY
WTOP, Washington, D. C.

BEHRE, ARNOLD
Maggi McNellis Show, Home Gardener
ABC

BELKCOM, LLOYD
Talk Of The Town
WMIN, St. Paul, Minn.

BELL, JACK
WICC, WICC-TV, Bridgeport, Conn.

BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Texas

BLACK, HARRY
WXEL, Cleveland, Ohio

BLACKWELL, BURT
WAVE, Louisville, Ky.

BLOOM, SEYMOUR L.
Buzz & Bill Show
WDTV, Pittsburgh, Pa.

BOLIN, ART
WARM-TV, Scranton, Pa.

BORGE, PAUL
KMTV, Omaha, Neb.

BOSMAN, JOHN
Mutual Newsreel
Mutual

BOUNDY, GLENN, JR.
WJBK-TV, Detroit, Mich.

BOWER, ROGER
Baron And The Bee, Can You Top This, G.I. Joe
NBC

BRANNAN, JIM
WAGA, Atlanta, Ga.

BRANT, BILL
Bill Brant Show
WSTV, Pittsburgh, Pa.

BRENNER, PAUL
WATV, Newark, N. J.

BROWN, HIMAN
Bulldog Drummond
Mutual

BUNETTA, FRANK
Life Is Worth Living
Dumont

BURGOON, GEORGE R.
WFBG, Altoona, Pa.

BURKLEY, OWEN
WOW-TV, Omaha, Neb.

BURKE, CAROLINE

Masterpiece Playhouse, Red Feather Revue, Heralds of Good Will, Around the Town, Vacation Wonderlands, Watch the World, Elder Wiseman-Wanda Landowska at Home, NBC-TV

BURT, HARDY
State Of The Nation
Mutual

BURNETT, MURRAY
Time For Love
CBS

BURNETT, MURRAY
True Detective Mysteries
Mutual

— C —

CAMPBELL, RAY
Mary Margaret McBride, All League Clubhouse, Beth Holland Show
ABC

CAREY, BERNIE
TV Tryouts
KING-TV, Seattle, Wash.

CARLSON, HARRY
Vincent Lopez
Mutual

CARRUTH, DOUGLAS
KMPT, Oklahoma City, Okla.

CARTOUN, ALAN
Longines Symphonette
CBS

CHRISTIAN LYNN
Window Shopping
KNUZ-TV, Houston, Texas

CLAIRE, MARION
Chicago Theater Of The Air
Mutual

CLARK, DON
Stars Over Hollywood
CBS

CLEMENT, ROBERT
WBRE-TV, Wilkes-Barre, Pa.

CLEMMER, RICHARD
Here's To Your Health, The Goldbergs, Three Steps To Heaven, Follow Your Heart, Academy Award Show
NBC-TV

CODDON, HAL
KFMB, San Diego, Cal.

COE, FRED
Bonino, TV Playhouse, Mr. Peepers, First Person Singular
NBC-TV

COLBURN, ROBERT
WTCN-TV, Minneapolis, Minn.

COMPTON, GAIL
Animal Fair
WITV, Ft. Lauderdale, Fla.

COOPER, HAL
Magic Cottage
WABC, New York

COWAN, ABE
Dotty Mack Show
WCPO-TV, Cincinnati, O.

CRAMER, MARCIA
KPIX, S. F., Cal.

CRIAR, ROBERT G.

WINS, New York

CROTHERS, GEORGE
Invitation To Learning, Church of The Air
CBS

CUMMINGS, IRVING
Lux Radio Theatre
CBS

— D —

DANIEL, OLIVER
20th Century Concert Hall
CBS

DAVIS, WENDY
WBZ, Boston, Mass.

DAVIS, WILLARD
Success Story
KGO, S. F., Cal.

del VALLE, JAIME

B. Jan. 19, 1919, Los Angeles, Cal. Johnny Dollar, The Line Up, G. E. Theatre, CBS; Richard Diamond, NBC

AXEL GRUENBERG

Co-Producer and Director

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

GUY V. THAYER, JR.

Executive Producer

ROLAND REED PRODUCTIONS

DEMAREST, BILL
George Jessel Show, Valentino, American Music Hall
ABC

DEMPSEY, MARY ANN
WTLV-TV, New Brunswick, N. J.

DICK, HENRY
Bobby Sherwood Afternoon Show, Betty Crocker Show
ABC

DIEKER, HAL
KOY-TV, Phoenix, Ariz.

DIERKES, SHIELDS
WWJ, Detroit, Mich.

DIETZ, JOHN
Crime Photographer
CBS

DORN, LARRY
Bandstand, U.S.A.
Mutual

DRYER, SHERMAN
Search That Never Ends
Mutual

DUDEK, LEE
WBAY, Green Bay, Wisc.

DUERR, EDW.
Ma Perkins
CBS

DUFF, GORDON
TV Playhouse, Bonino, First Person Singular
NBC-TV

DYE, ROBERT
WKZO-TV, Kalamazoo, Mich.

— E —

EARLE, JOHN
WKNX, Saginaw City, Mich.

EDWARDS, SUSAN
WSAZ-TV, Huntington, W. Va.

EDWARDS, WEB
Hawaii Calls
Mutual

ELLIOTT, ART
KMO-TV, Tacoma, Wash.

ELLIS, MINERVA
Road Of Life
CBS

ENGELBACH, DEE
Tallulah Bankhead, Man Of The Year, Red Feather Show
NBC-TV

— F —

FALENZA, TONY
KCJB, TV, Minot, N. D.

FASSETT, JAMES
N. Y. Philharmonic Symphony
CBS

FAUSETT, HUDSON
Armstrong Circle Theatre, My Son Jeep, Wonderful John Acton
NBC-TV

FEEMAN, FRANK
Hi Jinks
KFIA-TV, Anchorage, Alaska

FERGUSON, FRENCH
WOAI, San Antonio, Texas

FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn. Smilin' Ed's Gang, ABC-TV; Spot Radio

FISHER, EDWARD
WHIZ, Zanesville, O.

FOERSTER, FRED
WBRE-TV, Wilkes-Barre, Pa.

FORMAN, WIN
WARM-TV, Scranton, Pa.

FOX, BILL L.
KFMB, San Diego, Cal.

FRAMER, WALTER H.
B. April 7, 1908. Strike It Rich, The Big Payoff, CBS; Double or Nothing, CBS-TV, ABC; The Silver Horseshoe, Dumont

FRAZEE, HARRY
Woman In Love, Public Affairs Show
NBC

FULLER, SAM
B. July 3, 1909, Pittsburgh, Pa. Colgate Comedy Hour, NBC-TV

FURNELL, WILLIAM
KCCC, TV
Sacramento, Cal.

— G —

GARRIGUS, FRED
Public Service Programs
CBS

PETE BARNUM

Executive-Producer

"COLGATE COMEDY HOUR"

NBC TV

Jaime del Valle

PRODUCER-DIRECTOR

RADIO AND TELEVISION

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FRANK FERRIN

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11th Year on Radio for Buster Brown Shoes

GAULT, ED
TV Showcase
WHP-TV, Harrisburg, Pa.
GEORGE, EVERETT
Here's Howell
KCBD-TV, Lubbock, Tex.
GERRY, ROGER
Melody Street, Rocky King, Stars On Parade
Dumont
GIBBS, PARKER
The Big Preview, Roadshow
NEC
GRAHAM, JOE
Whispering Streets, Call Me Freedom, Horatio Hornblower
ABC
GRAMMER, ROBERT
WBAP-TV, Fort Worth, Tex.
GRANZO, CHUCK
Farm Quiz
Mutual
GRAY, NORMAN
WMAZ, Macon, Ga.
GRAY, ORLON
WVEC-TV, Hampton, Va.
GREANE, ED
WMCT-TV, Memphis, Tenn.
GREEN, GEORGE
WATV, Newark, N. J.
GREENE, DAVID
WWJ, Detroit, Mich.
GREINER, BOB
Turn To A Friend, Eddie Dunn Show
ABC
GOORIAN, LEN
Paul Dixon Show
WCPO-TV, Cincinnati, O.
GORDON, HOWARD A.
WPFA, Pensacola, Fla.
GROTHERS, GEORGE
Church Of The Air
CBS

GRUENBERG, AXEL
This Is Your Life, NBC-TV; Revue Productions

GUIDICE, FRANCIS V.
WTTG, Washington, D. C.
GUTTER, LARRY
WBBM-TV, Chicago, Ill.

— H —

HALE, PHIL
WKNB, New Britain, Conn.
HAMMERSTEIN, TED
Broadway To Hollywood
Dumont
HANSON, JACK
WKOW, Madison, Wisc.
HARDISON, DON
WKLO, Louisville, Ky.
HARELSON, JAMES
Art's Workshop
WICS, Springfield, Ill.
HARRIS, DAVID K.
This Is Your World
WNHC, New Haven, Conn.
HARRIS, HARRY
WSBA, York, Pa.
HARRIS, MARY
Second Mrs. Burton, Brighter Day
CBS
HARRIS, WESTON J.
WTTG, Washington, D. C.
HARROWER, IAN
WWJ, Detroit, Mich.
HARTZELL, RICHARD
KETC, St. Louis, Mo.
HARVEY, DICK
WTOV, Norfolk, Va.
HAUPT, JAMES
Cities Service Band of America
NBC
HAYS, LARRY
KHJ, Los Angeles, Cal.
HEEB, WALTER
WJHL, Johnson City, Tenn.
HEILWELL, DAVID
Plainclothes Man; Dumont
Love Story, WABD, New York
HELLEDY, DICK
Pitch And Hit Club
KSTM-TV, St. Louis, Mo.

HENLEY, DICK
Make Up Your Mind, CBS

HEPNER, ARTHUR
Dwight Cooke Guest Book
CBS
HIGHT, JEAN
Let's Pretend
CBS
HILL, DUANE
Playtime Party
KSL-TV, Salt Lake City, Utah
HILL, PHIL
KIDO, Boise, Idaho

Devised and Directed

by

Albert McCleery

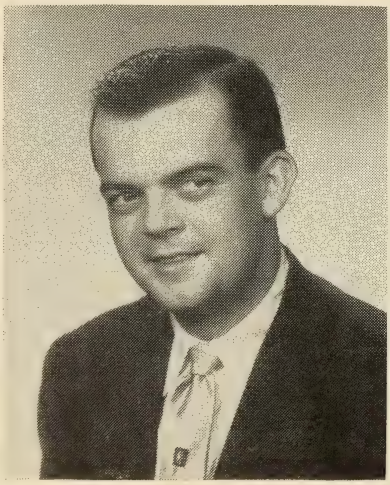
JACK HURDLE

PRODUCER
of the
"JACKIE GLEASON SHOW"
CBS-TV

CAROLINE BURKE

NBC-TV **Producer** **Director**

Masterpiece Playhouse
Red Feather Revue
Heralds of Good Will
Around the Town
Vacation Wonderlands
Watch the World
Elder Wisemen: Wanda Landowska At Home



ROBERT G. CRIAR

Program Director
— Producer
ILlinois 8-3186

CHARLES POLACHECK

NBC-TV PRODUCER
"VOICE OF FIRESTONE"
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"

HOLLES, EVERETT
Reporter's Roundup
Mutual
HOLOWCHAK, EUGENE
WWJ, Detroit, Mich.
HOPKINS, RICHARD
ABC
HOSTETLER, VINCE
KKTV, Colorado Springs, Colo.
HOTIS, GEORGE
KTXK, San Angelo, Texas
HUDELSON, BEN
WBZ, Boston, Mass.

HUGHES, GORDON T.
B. July 30, 1909, Worcester, Mass. My Little Margie, Meet the Missus, CBS
HUMMERT, FRANKAND ANNE
Romance of Helen Trent, Our Gal Sunday
CBS

HURDLE, JACK
B. June 13, 1909, Washington, D. C. Jackie Gleason Show, CBS-TV

HURWITZ, VICTOR
WWJ, Detroit, Mich.
HUTCHINS, GEORGE
KVTV, Sioux City, Iowa

— I —

IRVING, CHARLES
Search For Tomorrow, CBS-TV

IRWIN, CAROL
Mama, Stage Door, CBS-TV; Claudia, NBC-TV; Mr. Moto, NBC; Baby and Me, ABC-TV

IVES, JOHN
21st Precinct, Gangbusters
CBS

— J —

JACOBS, RAY
Shootin' Sheriff
KJEO, Fresno, Cal.
JACOBSON, ART
KMTV, Omaha, Neb.

JANIS, HAL
B. July, 1906, San Francisco, Cal. Your Show of Shows, All Star Revue, NBC-TV

JENSEN, PAUL
Make Mine Music
KON, Lincoln, Neb.
JETERS, JIMMY
KGUL, Galveston, Texas
JOHNSON, BILLY
WTOP, Washington, D. C.
JOHNSON, CHARLES
KCCC-TV, Sacramento, Cal.
JOHNSON, VANCE
WIS, Columbia, S. C.
JOHNSON, WALLY
KFEQ, St. Joseph, Mo.
JOHNSTONE, ROY
WRBL, Columbus, Ga.
JONAS, PAUL
Sports Parade
Mutual
JONES, BOB
KMBC, Kansas City, Mo.

— K —

KATZ, PETE
WLW-TV, Cincinnati, Ohio

KEELER, DAN
Margaret Masters' Kitchen
KSL-TV, Salt Lake City, Utah
KELLY, JOHN A.
KTXL, San Angelo, Texas
KING, CHRISTOPHER
Sounding Board
Mutual
KING, ED
Lorenzo Jones, NBC Star Playhouse, The Marriage, Eternal Light
NBC
KIRK, DANNY
Paul's Place
KNUZ-TV, Houston, Texas
KOATS, WALTER
WWJ, Detroit, Mich.
KONTELON, JIM
WTRF, Wheeling, W. Va.
KOURIS, P. C.
Mr. and Mrs.
KVTV, Sioux City, Iowa
KUNDERT, RUSS
KLAS-TV, Las Vegas, Nevada
KURTZ, JOHN
Penny Wise Show
KSTM-TV, St. Louis, Mo.

— L —

LAFORGE, JOHN
WKNX, Saginaw City, Mich.
LASHER, SID
WBRC, Birmingham, Ala.
LAUNER, JACKSON
Pantomine Hit Parade
WCPO-TV, Cincinnati, O.
LAUSHNER, FRED
Beat The Bench
WTPA, Harrisburg, Pa.

RALPH LEVY

CBS-TV

Producer-Director

"JACK BENNY" TV SHOW

VICTOR McLEOD

TV

Writer - Producer - Director

LAWYER, FATHER JOSEPH
Family Theater
Mutual
LEONARD, WILLIAM R.
WTVP, Decatur, Ill.
LESAN, DAVID
Guiding Light
LeSUEUR, LARRY
U. N. Report
CBS

LEVY, RALPH
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, The Burns & Allen Show, CBS-TV

LEWIS, ELLIOTT
On Stage, Suspense, Crime Classics
CBS
LEWIS, J. C.
Lucky U
KHJ, Los Angeles, Cal.
LEWIS, RICHARD
Mickey Spillane
Mutual

LIEBMAN, MAX
Your Show of Shows, NBC-TV

LINAH, JIM
Western Party
WSIX, Nashville, Tenn.
LINCOLN, ED
WSBA, York, Pa.
LODGE, DON
KFOR, Lincoln, Neb.
LOGAN, C. H.
WTVP, Decatur, Ill.
LOVETON, JOHN W.
Mr. and Mrs. North
CBS
LOVVORN, DIXON
WIS, Columbia, S. C.
LOWE, DAVID
Joseph Schildkraut, What's The Story
Dumont

LUGT, JOHN
The Sears Show, Six Gun Theatre
KGMB-TV, Honolulu, T. H.
LUND, BILL
KFEQ, St. Joseph, Mo.
LUNGREN, LYNN
Beth Holland Show, Don Cornell Show
ABC

— Mc —

MacCULLUM, BILL
Live Like A Millionaire, Mystery Theatre
CBS
MAC McCAULEY
Skyline Towers
WTPA-TV, Harrisburg, Pa.
MacDONNELL, NORMAN
Gunsmoke
CBS
MacGREGOR, JOCK
Nick Carter
Mutual
MacGREGOR, KEN
House of Glass, Egbert and Ummly, Theatre Royal, College Quiz Bowl
NBC

McCLEERY, ALBERT
B. Lawrence, Kansas. The Hallmark Hall of Fame, NBC-TV

McDERMOTT, TOM
Wendy Warren And The News
CBS
McGARRETT, GEORGE
Show of Shows, All Star Review
NBC-TV

McGREW, RALPH
Piano & Porter
KPTV, Portland, Ore.
McHENDRIX, ROBT.
WKRC, Cincinnati, O.

McLEOD, VICTOR IAN
B. August 2, 1906, Nampa, Idaho. The Spike Jones Show, NBC-TV; Lose The Blues, KNBH, Los Angeles, Cal.

McMENEMY, JIM
B-Bar-B
Mutual
McMULLEN, JAY
Feature Project, Public Affairs Programs
CBS

— M —

MACK, HELEN
This Is Your America
KAFY, Bakersfield, Cal.
MANDEVILLE, BETTY
FBI In Peace And War
CBS
MANNO, CHUCK
Football Games, Doug Browning Show
ABC

MANSFIELD, IRVING
This Is Show Business, CBS-TV

MANZA, RALPH
KPIX, San Francisco, Cal.

MARLOW, LEA KNOX
B. Sept. 21, Kentucky. Peter Angel, Syndicated

MARSHALL, BILL
Whispering Streets, Metropolitan Auditions, Community Chest Show
ABC

Star Time

. . . over 3 years CONSISTENTLY Top-Rated in Time Spot!

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PRODUCTION ASSOCIATE:
Mike Gargiulo
AGENCY:
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WALTER STRENGE

A.S.C.

Director of Photography

"WATERFRONT"

"TROUBLE WITH FATHER"

"MY LITTLE MARGIE"

"MYSTERY THEATER"

"BEULAH"

"SPACE RANGER"

MARTIN, CHARLES
Philip Morris Playhouse, CBS-TV
MAZZIE, JACK
WREX-TV, Rockford, Ill.
MEAD, WARREN
KWWL, Waterloo, Iowa
MELAMED, LOU
Julius LaRosa Show
CBS
MELTON, BARD
Personality Parade
KFIA-TV, Anchorage, Alaska
MEURER, RAY
Sgt. Preston of The Yukon
Mutual
MIDDLETON, HARRY
WVEC-TV, Hampton, Va.
MILLER, HARVEY
WBRE-TV, Wilkes-Barre, Pa.
MILLER, LOUIS
KMPT, Oklahoma City, Okla.
MITCHELL, ROBERT
WJPB, Fairmount, W. Va.
MONIGOLD, BARRE
Unusual Occupations
KTVE, Longview, Texas
MONROE, BOB
Nightmare, Starlight Theater
Mutual
MONTGOMERY, ROBERT
Robert Montgomery Presents
NBC-TV
MORGAN, AL
Feature Project, Public Affairs Programs
CBS
MORGAN, JIM
Queen For A Day
Mutual
MORRIS, JOHN
WKRC, Cincinnati, O.

MORSE, CARLTON E.
B. June 4, Jennings, La. One Man's Family, Woman In My House, NBC; Family Skeleton, CBS; I Love A Mystery, Spot
MUCKENHAUPT, FRANK
College Choirs
Mutual
MUIR, ROGER
Howdy Doody, Gabby Hayes
NBC-TV
MURDOCK, DON
WTRF, Wheeling, W. Va.
MURRAY, JEANNE
WTLV-TV, New Brunswick, N. J.
MYERS, THOMAS
Northwest Digest
KPTV, Portland, Ore

— N —

NEALE, TOM
Big Red Review
WTAP, Parkersburg, W. Va.
NEFF, DON
WTCN, Minneapolis, Minn.
NELSON, DOLF
Ladies Fair
Mutual
NELSON, RAY
Rod and Gun Club
Mutual
NOBLE, FRED
Katie's Kitchen
KTBC-TV, Austin, Tex.
NOTHCROSS, WILSON
WHBQ, Memphis, Tenn.
NOVAK, ROBERT
Bobby Benson
Mutual
NYE, DOROTHY
Mary Carter's Cookbook
KGO, San Francisco, Cal.

— O —

OLIPHANT, PAUL
Garden Gate
CBS
OLIVER, ROBERT
WKNX, Saginaw City, Mich.
OLSON, CHARLES
WREX-TV, Rockford, Ill.
OLSON, DOLORES
Keen Ace Kapers
KAFY, Bakersfield, Cal.
OPENSHAW, BYRON Q.
Doin' The Town
KSL-TV, Salt Lake City, Utah

— P —

PAINTER, DON
Bev and Ivory
WTAP, Parkersburg, W. Va.
PAINTON, LEE
Mrs. U.S.A., Prologue To The Future
NBC-TV
PAUL, NICK
WOAI, San Antonio, Texas
PEHLMAN, CARL
KKTV, Colorado Springs, Colo.
PEMBERTON, MURDOCK
Bill Stern Show, All League Club House
ABC
PIANO, TONY
Dancing Party, Music In The Afternoon
ABC
PIERCE, ED
Tallulah Bankhead, Man Of The Year, Red Feather Show, Seasons Greetings
NBC-TV

SIDNEY SMITH

"FIRESIDE THEATER"

SAM FULLER

EXECUTIVE PRODUCER

"Colgate Comedy Hour"

NBC-TV

PIGG, AL
WTVP, Decatur, Ill.
POGAN, CHARLES
WROW, Albany, N. Y.
POLACHECK, CHARLES
B. Jan. 19, 1914, Milwaukee, Wis. NBC Opera Theatre Production, Voice of Firestone, Recital Hall Series, Opera Vignettes on Kate Smith Show, NBC-TV; Experimental Color Series; Operatic Vignettes, NBC-TV
POOLE, LYNN
Johns Hopkins Science Review
WABD, New York
POTTER, JIM
WFAM-TV, Lafayette, Ind.
PRESCOTT, BILL
WTPA-TV, Harrisburg, Pa.
PRINGLE, BOB
Glass Hat Show, Birdland
ABC

— Q —

QUIRK, PHIL
WBRE-TV, Wilkes-Barre, Pa.

— R —

REED, MARY
Faith In Our Time
Mutual
REED, MILES
KOOL, Phoenix, Ariz.
RENN, JACK
WHBQ, Memphis, Tenn.
RICHARDS, ART, JR.
Perry Mason
CBS
RINEHART, HUGH
WHIZ, Zanesville, O.
RIPPEN, ROBERT
Howdy Doody, Gabby Hayes
NBC-TV
RITTER, DICK
America's Town Meeting, Metropolitan Opera
ABC
RITTER, ROBERT
WWJ, Detroit, Mich.
ROGERS, JOHN
WWJ, Detroit, Mich.
ROTH, MICKEY
WSAZ-TV, Huntington, W. Va.
RUSHTON, FRANK
WAGA, Atlanta, Ga.
RUSSELL, WARREN
Deline Gang
WSYR-TV, Syracuse, N. Y.
RUST, RALPH R.
WJBK-TV, Detroit, Mich.

— S —

SADLER, BILL
KTVQ, Oklahoma City, Okla.
SAGASSE, BOB
WETV, Macon, Ga.
SAMISH, ADRIAN
Three Stops To Heaven, Follow Your Heart, Backbone of America, Glamour Girl, Atom Squad
NBC-TV
SAMMON, PAT
WBBM-TV, Chicago, Ill.
SAVALAS, TELLY
Glass Hat, Birdland
ABC
SCALA, ED
WNBF-TV, Binghamton, N. Y.
SCANLAN, WALTER
Headline Edition, Fights, Walter Winchell
ABC
SCHECK, GEORGE
Star Time, WNBT, New York
SCHENKER, JOHN
KCJB-TV, Minot, N. D.
SCHERER, ED
Hand To Heaven
WMAL-TV, Washington, D. C.
SCHNEIDER, GIL
WKY, Oklahoma City, Okla.
SCHIFF, SAM
Kate Smith Show
NBC-TV
SCHUBERT, BERNARD
Adventures Of The Falcon
Mutual
SCHULMAN, LEE
March On
KING-TV, Seattle, Wash.
SCHWARTZ, LEW
WKNB, New Britain, Conn.
SHARP, JAMES J.
The Swingbillies
WLW-A, Atlanta, Ga.
SHAY, BETTY
Rosemary
CBS
SHEA, ROGER M.
WTTG, Washington, D. C.
SHEA, TOM
Bobby Shea, Double or Nothing
ABC
SHEPHARD, JACK
Western Jamboree
KJEO, Fresno, Cal.
SHOLLENBERGER, LEWIS
Capital Cloakroom; Washington USA
CBS
SINAWER, MITCH
WICC, Bridgeport, Conn.
SIOUSSAT, HELEN J.
Man's Right To Knowledge
CBS

GORDON T. HUGHES
Producer-Director
"My Little Margie"
CBS — Mutual

FURTH ULLMAN
Production Designer
Colgate Comedy Hour

SIMON, MAYO
KETC, St. Louis, Mo.
SKEDGELL, ROBERT
The World Today, World Assignment, Correspondents' Scratchpad
CBS

SMITH, SIDNEY
B. Nov. 19, 1914, Chicago, Ill. Fireside Theatre, Royal Playhouse, Strange Adventure, NBC-TV

SMITHDEAL, PAT
WJHL, Johnson City, Tenn.
SNELL, GEORGE
TV Chapel
WEEU, Reading, Pa.
SNYDER, DONALD
WFBG, Altoona, Pa.
SOMERVILLE, WARREN
Sammy Kaye Cameo Serenade, When A Girl Marries
ABC
SPURGEON, JAY
WOW-TV, Omaha, Neb.
STAMBAUGH, ELLIS
Ask Your Doctor
KCBD-TV, Lubbock, Tex.
STAUDERMAN, BRUCE
WXEL, Cleveland, Ohio
STERNFIELD, TOMMY
Teen Age Barn
WRGB, Schenectady, N. Y.
STEDMAN, BILL
John Conte Show, Sammy Kaye Show
ABC
STEVENS, GARY
Twenty Questions
Mutual
STONE, MARTIN
Author Meets the Critics
Mutual
STRAND, PETER
WXYZ-TV, Detroit, Mich.

STRENGE, WALTER
Waterfront; Trouble With Father; My Little Margie; Mystery Theatre; Beulah; Space Ranger

SUTTER, DAN
Jane Pickens Daily Show, Second Chance
NBC
SUTTON, THOMAS
WWJ, Detroit, Mich.
SWINAMER, ROY
You And Your Health
WEEU, Reading, Pa.
SWING, RAYMOND
This I Believe
CBS

— T —

TANAKA, GEORGE
Cherry Blossom Time
KONA, Honolulu, T. H.
TELFORD, FRANK
Captain Video, Secret Files of Captain Video
Dumont

THAYER, GUY V., JR.
B. Los Angeles, Cal. My Little Margie, CBS-TV; Waterfront, Rocky Jones Space Ranger, Syndicated

THOMPSON, ARTHUR R.
KOY-TV, Phoenix, Ariz.
TILLETT, D.
WHEC-TV, Rochester, N. Y.
TOMLINSON, WILLIAM H.
WKAR, East Lansing, Mich.
TORMEY, BOB
Greatest Story Ever Told, Horse Races
ABC
TRAYHERN, JAMES
WHAM, Rochester, N. Y.
TUELL, GORDON
KMO-TV, Tacoma, Wash.
TURLEY, JACK
KWWL, Waterloo, Iowa

— U —

ULLMAN, FURTH
Colgate Comedy Hour

— V —

VAN ABEL, BOB
WBAY, Green Bay, Wisc.
VINCENT, CHICK
The Shadow
Mutual
VINSANT, SAM
KOB, Albuquerque, N. Mex.
VOUTSAS, GEORGE
Golden Voices, Music By Mantovani, Jane Pickens Night Show
NBC

— W —

WADE, WARREN
WOR, New York, N. Y.
WALL, ED
WNCT, Greenville, N. C.
WEBB, RUSSELL
WBKZ, Battle Creek, Mich.
WEBER, HENRY
Enchanted Hour
Mutual
WEIHE, FRED
My Secret Story, NBC Star Playhouse
NBC
WEIST, GEORGE
My True Story, American Music Hall, Hollywood Starway
ABC
WILLIAMS, NORMAN
KMTV, Omaha, Neb.
WILLIAMS, RICK
KLAS-TV, Las Vegas, Nevada
WILLIS, FRED
WMCT-TV, Memphis, Tenn.

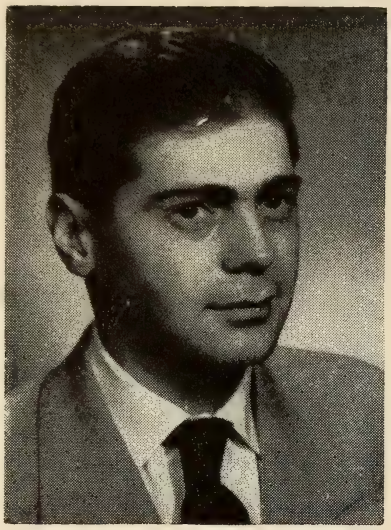
WISBAR, FRANK
B. Dec. 12, Lithuania. Fireside Theatre, G. E. Theatre, Syndicated

WITTEKIND, WARREN
WRAY, Princeton, Ind.
WOLD, ED
Hilltop House
CBS
WOOD, BARRY
NBC Color Shows, Kate Smith Show
NBC-TV
WRIGHT, BURTON
WWJ, Detroit, Mich.
WRIGHT, WYNN
Squad Room, Official Detective
Mutual
WYGANT, PHIL
WBAP-TV, Fort Worth, Tex.

— Z —

ZINN, STEVE
WFTL, Ft. Lauderdale, Fla.
ZIRATO, BRUNO, JR.
A Minority Of One, Robert Q. Lewis Show
CBS

Join
CIVIL DEFENSE
NOW



BARRY SHEAR
DUMONT-TV
DIRECTOR OF
"Joseph Schildkraut Series"
"Guide Right"
"Melody Street"

WILLIAM ASHER

AL LEWIS

DIRECTING and CO-WRITING

"OUR MISS BROOKS"

CBS-TV

ALAN NEUMAN
DIRECTOR
INNER SANCTUM
FILM SERIES

RADIO-TV DIRECTORS

—and their work during 1953

☆

— A —

ALLEN, CRAIG
Juvenile Jury, Mr. Peepers, Scoreboard, Break The Bank, Candid Camera
NBC-TV

ASHER, WILLIAM
B. August 8, 1921, New York City. I Love Lucy, Our Miss Brooks, CBS-TV; Make Room for Daddy, Where's Raymond?, ABC-TV; The Dennis Day Show, NBC-TV

— B —

BASS, LEONARD L.
Gangbusters
CBS

BOWER, ROGER
Baron And The Bee, Can You Top This, G. I. Joe
NBC

BROWN, HIMAN
Bulldog Drummond
Mutual

BROWN, JIM
Emily Kimbrough Program
WCBS, New York

BROWNING, KIRK
NBC Opera, TV Recital Hall
NBC-TV

BUNETTA, FRANK
Life Is Worth Living
Dumont

BURKE, CAROLINE
Masterpiece Playhouse, Red Feather Revue, Heralds Of Good Will, Around the Town, Vacation Wonderlands, Watch the World, Elder Wiseman-Wanda Landowska at Home, NBC-TV

BURNETT, MURRAY
True Detective Mysteries
Mutual

— C —

CHATEAUVERT, WALLY
Second Mrs. Burton
CBS

CHEETHAM, WALTER
At Home With Joan
WCBS, New York

CORDAY, TED
Guiding Light
CBS

CORRIGAN, WILLIAM
Hollywood Opening Night, TV Playhouse
NBC-TV

COYLE, HARRY
Twenty Questions, Pantomime Quiz
Dumont

— D —

DANIELS, MARC
B. Pittsburgh, Pa. I Love Lucy, CBS-TV; I Married Joan, Backbone of America, NBC-TV

DAVIS, HOWARD
Howdy Doody, Gabby Hayes
NBC-TV

del VALLE, JAIME
B. Jan. 19, 1919, Los Angeles, Cal. Johnny Dollar, The Line Up, G. E. Theatre, CBS; Richard Diamond, NBC

DIETZ, JOHN
Crime Photographer
CBS

DONEHUE, VINCENT
TV Playhouse
NBC-TV

DRAKE, GALEN
Housewives Protective League, Starlight Salute
WCBS, New York

— E —

EBI, EARL
Lux Radio Theatre
CBS

ECKLER, RICHARD
Stars On Parade
Dumont

HERBERT SUSSAN

Directs and Stages

"COKE TIME"

starring

EDDIE FISHER

for

The Coca-Cola Company
(NBC-TV)

Freedom Award Winner Guedel Award Winner Peabody Award Nominee

FRANK SATENSTEIN

CBS-TV

DIRECTOR

of

The Jackie Gleason Show

JOE GRAHAM

WRITER — DIRECTOR

Currently directing:

"WHISPERING STREETS"

for General Mills and the Toni Company

"IT'S YOUR BUSINESS"

for the National Association of Manufacturers

and

"HOLLYWOOD AIRPORT"

Also created and directed in color:

"THE MAN FROM HARTFORD"

(film)

Cort Steen

DIRECTOR

OF

"ARMSTRONG CIRCLE THEATRE"

NBC-TV

RICHARD IRVING

Director

Revue Productions

— F —

FAY, PAT
Broadway To Hollywood
Dumont

FELTON, NORMAN
Robert Montgomery Presents
NBC-TV

FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn. Smilin' Ed's Gang, ABC-TV; Spot Radio

FRAZEE, HARRY
Woman In Love, Public Affairs Shows
NBC

— G —

GIBBS, PARKER
The Big Previews, Roadshow
NBC

GOETZ, JOHN
Christmas With The Stars, Voice Of Firestone, Prologue To The Future, Mrs. U.S.A.
NBC-TV

GORMAN, WALTER
Road of Life
CBS

GRAHAM, JOE
B. Sept. 15, 1916, Portsmouth, Ohio. Whispering Streets, It's Your Business, Call Me Freedom, ABC; The Man From Hartford; Film

— H —

HANNA, ARTHUR
This Is Nora Drake, Our Gal Sunday
CBS

HARRIS, MARY
Brighter Day
CBS

HAUPT, JAMES
Band of America
NBC

HIGHT, JEAN
Let's Pretend
CBS

HOBIN, CHARLES
Your Show of Shows, Nothing But The Best
NBC-TV

HULTGREN, ROBERT
Howdy Doody, Gabby Hayes
NBC-TV

— I —

ICKES, DON
Jack Sterling Program, Let's Find Out
WCBS, New York

IRVING, CHARLES
Search For Tomorrow, CBS-TV

IRVING, RICHARD
Revue Productions

— K —

KENNY, H. WESLEY
Rocky King Detective
Dumont

— L —

LaFRANDRE, JACK
Chicago Theater Of The Air
Mutual

LANDERS, LEW
B. Jan. 2, 1901, New York City. Topper

LARGE, DON
Make Way For Youth
CBS

LEVINE, JACK
Wonderful City
Mutual

LEWIS, AL
B. Oct. 25th, 1912, Brooklyn, N. Y. Our Miss Brooks, CBS-TV

LOWE, DAVID
What's The Story, Life Begins At Eighty
Dumont

— M —

MacGREGOR, JOCK
Nick Carter
Mutual

MANDEVILLE, BETTY
FBI In Peace And War
CBS

MARCEAU, WILLIAM
Plainclothes Man
Dumont

MARSHALL, SANDY
Nightmare, Starlight Theater, High Adventure
Mutual

MARTINSON, LESLIE H.
Chevron Theatre; Pepsi-Cola Theatre; Revlon Mirror Theatre; Roy Rogers Show

MOELLER, DICK
Jack Sterling Program, This Is New York
WCBS, New York

MONROE, ELEANOR
Take A Number, Titus Moody
Mutual

LARRY SCHWAB

Producer - Director

LEW
LANDERS

SID SMITH

DIRECTOR

"COLGATE COMEDY HOUR"

NBC-TV

Hollywood

JIMMY DURANTE

EDDIE CANTOR

MARC DANIELS

DIRECTOR

Wm. Morris Agency

Phil Weltman

DICK SCHNEIDER

DIRECTOR

OF

"THE BIG STORY"

and

"STORK CLUB"

NBC-TV

LESLIE H. MARTINSON

Director

"CHEVRON THEATRE"

"PEPSI-COLA THEATRE"

"REVLON MIRROR THEATRE"

for

REVUE PRODUCTIONS

★

"ROY ROGERS SHOW"

— N —

NELSON, RAY
Rod And Gun Club
Mutual

NEUMAN, ALAN
Kate Smith Hour, NBC-TV; Lights Out, Blind Date, Here's To Your Health, NBC

NISS, STANLEY
21st Precinct
CBS

NOCKS, ARNEE
Capt. Video, On Your Way
Dumont

— P —

PHELPS, STOWE
Music 'Til Dawn
WCBS, New York

POLK, LEE
Opera Cameos, Magic Cottage
WABD, New York

— R —

REGAN, KEN
Bob Haymes Program
WCBS, New York

REYNER, KATHIE
Housewives Protective League, Starlight Salute
WCBS, New York

RICCA, ERNIE
Romance of Helen Trent
CBS

RICHARDS, ART, JR.
Perry Mason
CBS

RUBIN, JACK
Hilltop House
CBS

— S —

SATENSTEIN, FRANK P.
B. Oct. 7, 1924, New York. Jackie Gleason Show, I've Got a Secret, Robert Q. Lewis Show, CBS-TV

SCHNEIDER, DICK
Big Story, Down To Danger, Stork Club, NBC-TV

SCHWAB, LARRY
Kate Smith Show, NBC-TV

SCHWARZ, BILL
John Henry Faulk Program
WCBS, New York

SHEAR, BARRY
Melody Street
DuMont

SMITH, SID
B. 1920, Minneapolis, Minn. Colgate Comedy Hour, All Star Revue, NBC-TV

STEEL, BOB
Aunt Jenny
CBS

STEEN, CORT
Armstrong Circle Theatre, NBC-TV; City Hospital, CBS-TV; Door Way To Danger, Two Girls Named Smith, Hollywood Screen Test, ABC-TV

STEVENS, GARY
Twenty Questions
Mutual

SUSSAN, HERBERT
Coke Time, Kate Smith Show, Christmas with the Stars, NBC-TV; Fred Waring Show, Ken Murray Show, Actors Studio, CBS-TV

— T —

TELFORD, FRANK
Joseph Shildkraut
Dumont

TYLER, JACK
Theatre of Today
CBS

— V —

VINCENT, CHICK
The Shadow
Mutual

VOUTSAS, GEORGE
Golden Voices, Music By Mantovani, Jane Pickens Night Show
NBC

— W —

WALLACE, DON
Wendy Warren And The News
CBS

WEIHE, FRED
My Secret Story, NBC Star Playhouse
NBC

WESTIN, AV
The World Today, World Assignment
CBS

WOLD, RODGER
Housewives Protective League, Starlgiht Salute, Music 'Til Dawn
WCBS, New York

WOLFE, ED
Ma Perkins
CBS

— Z —

ZEAMER, MICHAEL
Bride and Groom, Today
NBC-TV

ZIRATO, BRUNO, JR.
Robert Q. Lewis Little Show
CBS

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RADIO-TV WRITERS

Advertising Agency — Network — Free Lance

and their work in 1953

☆

— A —

ACE, GOODMAN
Buick-Berle Show
NBC-TV

ADAMS, BEA
Mary Lee Taylor Show
NBC

ALEXANDER, BEN
Dragnet
NBC, NBC-TV

ANDREWS, CHARLIE
Dave Garroway Show, Dial
Dave Garroway
NBC, NBC-TV

ARNOLD, DANNY
Colgate Comedy Hour
NBC-TV

AUCHINCLOSS, GORDON
Coke Time Starring Eddie Fisher
NBC, NBC-TV

AURTHUR, ROBERT ALAN
Bonino, Television Playhouse
NBC-TV

— B —

BARRETT, BILL
The Bennetts, Hawkins Falls
NBC-TV

BECKER, DON
Life Can Be Beautiful
NBC

BERG, GERTRUDE
House of Glass, NBC
The Goldbergs, NBC-TV

BIXBY, CARL
B. May 4, 1895. Life Can Be Beautiful, NBC

BLAKE, HOWARD
Bob Hope Daytime Show
NBC

BRITT, JIM
B. April 11, 1919, San Francisco, Cal. Sports Final, NBC-TV; Dumont Pro Football, Dumont; Jim Britt's Sports Report, ABC

BROOKS, MEL
Your Show of Shows, NBC-TV

BROWN, GEORGE CARLETON
My Little Margie
NBC-TV

BULLOCK, WALTER
Life of Riley
NBC-TV

BURLINGHAM, LLOYD
This Farming Business
NBC

BURT, FRANK
Six Shooter
NBC

BURTON, BUD
Paul Winchell Show
NBC-TV

BURTON, JAY
Buick-Berle Show
NBC-TV

BUTTS, VIRGINIA
Dave Garroway Show
NBC-TV

— C —

CARRINGTON, ELAINE
Pepper Young's Family
NBC

CENDELLA, ROBERT
Best Plays, Old Vic Theatre, NBC Star Playhouse, Woman In Love, My Secret Story
NBC

CHARIG, PHIL
Buick-Berle Show
NBC-TV

CHAYEFSKY, PADDY
TV Playhouse
NBC-TV

CLORK, HARRY
Life of Riley
NBC-TV

COOPER, HAL
Magic Cottage
WABD, New York

CRANE, HARRY
Colgate Comedy Hour
NBC-TV

— D —

DALZELL, BILL
Melody Street
Dumont

DAVID, MARVIN
Eddy Arnold Show
NBC

DIAMOND, WELMA
Buick-Berle Show
NBC-TV

DOUGALL, BERNARD
American Music Hall, Modern Romances, Mr. President, Call Me Freedom
ABC

DOUGLAS, JACK
Woman In My House
NBC

DUDLEY, PAUL
Martin Kane
NBC-TV

— E —

EDWARDS, PAUL
Truth or Consequences
NBC

ELINSON, JACK
Colgate Comedy Hour
NBC-TV

ELLIOTT, SUMNER LOCKE
TV Playhouse
NBC-TV

ELLIOTTE, JOHN
Great Gildersleeve
NBC

ETTINGER, EDWARD
Sammy Kaye Cameo Serenade, Dancing Party, Don Cornell Show, Paul Whiteman Teen Club
ABC

— F —

FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn. Smilin' Ed's Gang, ABC-TV; Spot Radio

FISCHER, MARVIN
Woman In My House
NBC

FOOTE, HORTON
TV Playhouse
NBC-TV

FOWLER, KEITH
Fibber McGee and Molly
NBC

FOX, FRED
Bob Hope Show, My Little Margie
NBC-TV

FRANK, REUBEN
Camel News Caravan
NBC-TV

FRANKLIN, FRANKIE
Dial Dave Garroway
NBC

FRIEDBERG, BILLY
All Star Revue
NBC-TV

FRITZELL, JIM
Mr. Peepers
NBC-TV

— G —

GRAHAM, LEE E.
B. January 23, 1918, New York City Letter to Lee Graham, WABD, New York

GREENBAUM, EVERETT
Mr. Peepers
NBC-TV

GUSSMAN, CHARLES
Road of Life
NBC

— H —

HAMNER, EARL
Best Plays, NBC Star Playhouse, My Secret Story, Hollywood Love Story, Woman In Love
NBC

HANDLEY, ALAN
Dinah Shore Show
NBC, NBC-TV

HAZAM, LOU
March of Medicine
NBC-TV

HENNING, PAUL
RCA Victor Show
NBC-TV

HERBERT, DON
Mr. Wizard
NBC-TV

HIKEN, NAT
All Star Revue
NBC-TV

HOLCH, ARTHUR
Camel News Caravan
NBC-TV

HUMMERT, FRANK and ANNE
Front Page Farrell, Just Plain Bill, Lorenzo Jones, Backstage Wife, Stella Dallas, Young Widder Brown
NBC

— I —

ISAACS, CHARLES
Colgate Comedy Hour
NBC-TV

— J —

JACOBSON, BILL
Kate Smith Show
NBC-TV

JURIST, ED
Colonel Flack
Dumont

— K —

KALISH, ROCKY
Colgate Comedy Hour
NBC-TV

CARL BIXBY

Life Can Be Beautiful

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Television

•

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Fairfield 9-3275

CARLTON E. MORSE
Writer-Producer

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(RADIO)

"FAMILY SKELETON"
(RADIO)

"THE WOMAN IN MY HOUSE"
(RADIO)

"I LOVE A MYSTERY"
(RADIO)

"ONE MAN'S FAMILY"
(TV)

KALLEN, LUCILLE
Your Show of Shows, NBC-TV

KEAN, ED
Howdy Doody
NBC, NBC-TV

KINOY, ERNEST
Best Plays, NBC Star Playhouse, My Secret Love, Hollywood Love Story, Woman In Love, The Marriage
NBC

KULLER, SID
Colgate Comedy Hour
NBC-TV

— L —

LACHMAN, MORT
Bob Hope Show
NBC-TV

LAWRENCE & LEE
Railroad Hour
NBC

LEAR, NORMAN
Colgate Comedy Hour
NBC

LEFFERTS, GEORGE
Rocky Fortune, Jane Pickens Nighttime Show, Best Plays, NBC Star Playhouse, Hollywood Love Story
NBC

LESLIE, PHIL
Fibber McGee And Molly
NBC

LEWIS, MORT
Stroke of Fate
NBC-TV

LYNCH, PEG
Ethel and Albert, NBC-TV

LYONS, JO
On Your Way
Dumont

— Mc —

McGINNESS, A. J.
Voice Of Firestone
NBC, NBC-TV

McGRAW, PEG
Phrase That Pays
NBC

— M —

MARCK, LARRY
Bob Hope Show
NBC-TV

MARION, IRA
Mr. President, Jan Peerce Show
ABC

MILLER, SID
Colgate Comedy Hour
NBC-TV

MILLS, ROBERT
Thy Neighbor's Voice
NBC

MONASH, PAUL
Atom Squad
NBC-TV

MORGENTHAU, HENRY, III
For Better Living
NBC

MORSE, CARLTON E.
B. June 4, Jennings, La. One Man's Family, Woman In My House, NBC; Family Skeleton, CBS; I Love A Mystery, (Spot)

MOSEL, TED
TV Playhouse
NBC-TV

— O —

OSTROFF, MANNING
Colgate Comedy Hour
NBC-TV

— P —

PEDICINI, RICHARD GEORGE
Last Man Out

PHILLIPS, FELLA
Joseph Schildkraut
Dumont

— R —

RAPP, JOHNNY
Colgate Comedy Hour
NBC-TV

RIPLEY, BETTE
Beth Holland Show, Call Me Freedom
ABC-TV

ROBINSON, JOHN
Dragnet
NBC, NBC-TV

ROSS, CLARIS
My Secret Story, Best Plays, NBC Symphony
NBC

ROSS, DAVID
Golden Treasury
NBC

RUBEN, AARON
Buick-Berle Show
NBC-TV

RYAN, BILL
Weekend
NBC

— S —

SEELAN, JERRY
Buick-Berle Show
NBC-TV

SHAPIRO, STANLEY
RCA Victor Show
NBC-TV

SHAW, DAVID
Television Playhouse
NBC-TV

SHELDON, HERB
Egbert & Ummly
NBC

SHERWOOD, ROBERT E.
Backbone of America
NBC-TV

SIMMONS, GENE
Colgate Comedy Hour
NBC

SIMON, DANNY AND DOC
Your Show of Shows, NBC-TV

SMALL, ARTHUR
NBC Symphony
NBC

SMITH, BARBARA
Cities Service Band of America
NBC

SMITH, BERNIE
You Bet Your Life
NBC-TV

SOUVAINE, MRS. HENRY
Golden Voices
NBC

STANDER, ARTIE
I Married Joan
NBC-TV

STARK, SHELDON
Hollywood Starway, Modern Romances
ABC

STARR, BEN
I Married Joan
NBC

STARR, MANYA
Doctor's Wife
NBC

STEIN, JOE
Your Show of Shows, NBC-TV

STEWART, CHARLES
Bob Hope Nighttime Show
NBC

SULLIVAN, NORMAN
Bob Hope Nighttime Show
NBC

— T —

TALLMAN, ROBERT
My Secret Story, Hollywood Love Story, Best Plays
NBC

TARLOFF, FRANK
I Married Joan
NBC

TODD, ELIZABETH
Mary Lee Taylor Show
NBC

TOKIN, MEL
Your Show of Shows, NBC-TV

TRAVERS, VIRGINIA
Turn To A Friend
ABC

— V —

VAN HARTESVEIDT, FRED
Roy Rogers Show
NBC

— W —

WEBB, JACK
Dragnet
NBC, NBC-TV

WEBSTER, TONY
Your Show of Shows, NBC-TV

WHITE, ANDY
Great Gildersleeve
NBC

WHITE, LES
Colgate Comedy Hour
NBC-TV

WILLSON, MEREDITH
Ev'ry Day
NBC

WILSON, JACK
My Secret Story
NBC

WITTY, DON
Call Me Freedom, The Adventurer
ABC

WOOD, ARLENE
The Evening Comes, Valentine
ABC

— Y —

YOUNG, JOHN M.
Right To Happiness
NBC

WOMEN COMMENTATORS

HOME ECONOMISTS

of U. S. TV and Radio Stations

— A —

Abanatt, Dorothy.....WILS, Lansing, Mich.
Abdou, Gloria.....WCAE, Pitts, Pa.
Abeyta, Vergie....KGGM, Albuquerque, N. Mex.
Adams, Betty.....WJAR-TV, Providence, R. I.
Adams, Carol.....WHBC, Canton, O.
Adams, Jane.....KYUM, Yuma, Arizona
Adams, Norma.....KIUN, Pecos, Tex.
Adams, Susan.....WABD, New York
Adamson, Norma.....KWIK, Pocatello, Idaho
Aders, Edna.....WLSI, Pikeville, Ky.
Aitken, Kate.....CFRB, Toronto, Ont.
Alden, Ann.....WBAP-TV, Fort Worth, Tex.
Aldrich, Darrach.....WCCO, Minneapolis, Minn.
Alexander, Barbara.....WKRG, Mobile, Ala.
Alexander, Mildred.....WTAR-TV, Norfolk, Va.
Allan, Carolyn.....WKRT, Cortland, N. Y.
Allen, Ardith.....WDLB, Marshfield, Wis.
Allen, Barbara.....WCOS, Columbia, S. C.
Allen, Beth.....KLAS-TV, Las Vegas, Nev.
Allen, Betty.....WCMI, Ashland, Ky.
Allen, Dolores.....WDOR, Sturgeon Bay, Wis.
Allison, Mayme.....KBON, Omaha, Neb.
Allman, Lou.....KWBB, Wichita, Kan.
Allyn, Kay.....WSAN, Allentown, Pa.
Allyn, Roz.....WHEC-TV, Rochester, N. Y.
Anderson, Blanch.....WLOA, Braddock, Pa.
Andrews, Miriam.....WRUF, Gainsville, Fla.
Anno, Mary Jean.....WATW, Ashland, Wis.
Anten, Norma.....WCPO-TV, Cincinnati, O.
Anthony, Nina.....CKWX, Vancouver, B. C.
Arch, Shirley.....WHLD, Niagara Falls, N. Y.
Arledge, Mabel.....KIVY, Crockett, Tex.
Arlen, Margaret.....WCBS, New York
Armand, Dorothy.....WLOV, Montgomery, Ala.
Arnett, Robin.....KBOL, Boulder, Colo.
Arnold, Lynn.....KSL-TV, Salt Lake City, Utah
Ashwell, Mary.....CFPL, London, Ont.
Ater, Alyeen.....KCTX, Childress, Tex.
Atter, Virginia.....WMBR, Jacksonville, Fla.
Ayer, Esther.....WMUR, Manchester, N. H.

— B —

Bacher, Jeanne.....KST, Fresno, Cal.
Badham, Mary.....WBRC, Birmingham, Ala.
Bahman, Alice.....WIZE, Springfield, O.
Bailey, Marie.....KSRV, Ontario, Ore.
Bailey, Mitzi.....KMUR, Murray, Utah
Bailin, Joan.....KCOM, Sioux City, Iowa
Baker, Betty.....WGET, Gettysburg, Pa.
Baker, Evangeline.....KGO, San Francisco, Cal.
Baker, Mary.....WSBC, Chicago, Ill.
Baldwin, Bettie.....KMMO, Marshall, Mo.
Baldwin, Helen....WNBF-TV, Binghamton, N. Y.
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
Bancroft, Barbara.....WMMB, Melbourne, Fla.
Barberito, Celeste.....WIHL, Hammond, La.
Barer, Betty Jenkins.....WJBY, Gadsden, Ala.
Barnes, Dorothy.....WIOU, Kokomo, Ind.
Barnett, Ruby.....KXOB, Stockton, Cal.
Barrett, Maxine.....WITV, Ft. Lauderdale, Fla.
Barthell, Lois.....WHLN, Harlan, Ky.
Barlett, Edna.....WENY, Elmira,, N. Y.
Barton, Betty.....WNBH, New Bedford, Mass.
Bates, Mercedes.....KNXT, Los Angeles, Cal.
Battle, Lisa.....WIS, Columbia, S. C.
Baum, Dale.....WJTV, Jackson, Miss.
Baustian, Evelyn.....KROX, Crookston, Minn.
Baxter, Joan.....CFRA, Ottawa, Ont.
Bayne, Alice.....WIBC, Indianapolis, Ind.
Bayne, Barbara.....WLOL, Minneapolis, Minn.
Beagle, Maude.....WBBC, Flint, Mich.
Beal, Joye.....WJER, Dover, O.
Bean, Ruth.....WATV, Newark, N. J.
Beeley, Helen.....WORD, Spartanburg, S. C.
Behan, Claire.....KLMR, Lamar, Colo.
Bell, Patricia.....WLOU, Louisville, Ky.
Bell, Peggy.....KFYO, Lubbock, Tex.
Bender, Leona.....KTSA, San Antonio, Tex.
Benell, Julie.....WFAA, Dallas, Tex.
Benson, Beverly.....WJOC, Jamestown, N. Y.
Best, Laverne.....WTAX, Springfield, Ill.
Bestor, Beulah.....WICC-TV, Bridgeport, Conn.
Bickel, Helen.....WMMN, Fairmont, W. Va.
Biddle, Mary.....WIP, Philadelphia, Pa.
Birch, Tommye.....KMOX, St. Louis, Mo.
Bishop, Barbara.....KPOA, Honolulu, Hawaii
Blair, Anne.....WGMS, Washington, D. C.
Blake, Julie.....WFEA, Manchester, N. H.
Blalock, Muriel E.....WASL, Annapolis, Md.
Blattner, Barbara.....KASM, Albany, Minn.
Blazer, Eleanor.....WHOK, Lancaster, O.
Bledsoe, Jo.....WNDB, Daytona Beach, Fla.
Bondu, Mayme.....WMBM, Miami Beach, Fla.
Booth, Bette.....KLWN, Lawrence, Kan.
Bos, June.....WFUR, Grand Rapids, Mich.
Bosone, Reva Beck..KDYL-TV, Salt Lake City, Ut.
Bowen, Jerri.....KHSL, Chico, Cal.
Bowman, Helen.....WIKE, Newport, Vt.
Box, Mary J.....WFRX, W. Frankfort, Ill.
Boyd, Jo.....WMPA, Aberdeen, Miss.
Boyd, Mary Ellen.....KALE, Richland, Wash.
Boyles, Letitia R.....WGVM, Greenville, Miss.
Bracken, Virginia.....WDOV, Dover, Del.
Bradford, Ann...WLLH, Lowell-Lawrence, Mass.
Bradford, Betty.....WESB, Bradford, Pa.
Bradley, Debbie.....WGVL, Greenville, S. C.
Brady, Toni.....WABY, Albany, N. Y.
Bramblett, Gladys.....WSAR, Fall River, Mass.
Breese, Beth.....KNOE, Monroe, La.
Brendt, Nancy.....WNLK, Norwalk, Conn.
Brennan, Libby.....WILK, Wilkes-Barre, Pa.
Bride, Billie.....WMAN, Mansfield, O.
Briers, Evelyn.....WCOL, Columbus, O.
Briggs, Ruth.....KENI, Anchorage, Alaska
Brink, Norma.....WGRD, Grand Rapids, Mich.
Britt, Catherine.....WLNA, Peekskill, N. Y.
Brock, Grace.....WABB, Mobile, Ala.
Broeg, Heloise Parker.....WEEI, Boston, Mass.
Brooks, Ann Cole.....KFAL, Fulton, Mo.
Brooks, Barbara.....VOCM, St. John's, Nfld.
Brooks, Dorothy.....WTAN, Clearwater, Fla.
Brooks, Helen.....WFBR, Baltimore, Md.
Brooks, Martha.....WGY, Schenectady, N. Y.
Brophy, Margaret.....CKNX, Wingham, Ont.
Braoughton, Betty.....WSAV, Savannah, Ga.
Brown, Beverly.....KIMA, Yakima, Wash.
Brown, Liz.....KDAL, Duluth, Minn.
Brown, Lynn.....KREW, Sunnyside, Wash.
Brown, Mae.....WMAS, Springfield, Mass.
Brown, Mina.....KGA, Spokane, Wash.
Brown, Molly.....WLET, Toccoa, Ga.
Brown, Nancy.....WAUD, Auburn, Ala.
Bruce, Fran.....KVCV, Redding, Cal.
Brumsey, Geraldine.....WTVR, Richmond, Va.
Bryant, Ruby.....WVOP, Vidalia, Ga.
Bryant, Ruth.....KNAK, Salt Lake City, Utah
Brydia, Barbara....KATY, San Luis Obispo, Cal.
Burbank, Sara.....WNBF, Binghamton, N. Y.
Burbank, Vaunia.....KODY, North Platte, Neb.
Burr, Gwenn W.....KSUE, Susanville, Cal.
Burris, Vina.....KNAL, Victoria, Tex.
Bushnell, Georgiana.....WJBS, Deland, Fla.
Butler, Jane.....WGBS, Miami, Fla.
Byrne, M. M.....WDAK, Columbus, Ga.
Byrne, Maggi.....WNBK, Cleveland, O.
Byron, Eva.....WALT, Tampa, Fla.

— C —

Caldwell, Jo.....WLDS, Jacksonville, Ill.
Calfee, Lu.....WAAM, Baltimore, Md.
Callahan, Ellen.....WWNC, Asheville, N. C.
Callaway, Carol.....KVVC, Ventura, Cal.
Cameron, Barbara.....WKRC, Cincinnati, O.
Campbell, Dorothy.....WOKU, Milwaukee, Wis.
Campbell, Pauline.....WARE, Ware, Mass.
Carey, Willa.....KMAN, Manhattan, Kan.
Carlson, Mildred.....WBZ, Boston, Mass.
Carr, Paula.....WIRE, Indianapolis, Ind.
Carroll, Lee.....KONA, Honolulu, T. H.

Carroll, Lynn.....WCAO, Baltimore, Md.
Carroll, Sue.....KJEO, Fresno, Cal.
Carson, Joan.....WBLK, Clarksburg, W. Va.
Carter, Betty.....KTOW, Oklahoma City, Okla.
Carter, Frances.....WAZL, Hazleton, Pa.
Cartwright, Christian....WCCM, Lawrence, Mass.
Case, Marilu.....WSAI, Cincinnati, O.
Casey, Wynne.....WJOY, Burlington, Vt.
Cason, Marian.....WAIR, Winston-Salem, N. C.
Casteel, Ellamae.....WKBN-TV, Youngstown, O.
Cato, Evelyn.....WMFS, Chattanooga, Tenn.
Chaffee, Darlene.....KEPO, El Paso, Tex.
Chamber, Joelyn.....KANE, N W Iberia, La.
Chase, Barbara.....CFOR, Orillia, Ont.
Chase, Julie.....WTAG, Worcester, Mass.
Chase, Mildred.....WREB, Holyoke, Mass.
Chase, Penny.....WAAM, Baltimore, Md.
Chessher, Faye.....KWED, Seguin, Tex.
Chilton, Ruth.....WJMJ, Philadelphia, Pa.
Chism, Beverly.....WITZ, Jasper, Ind.
Chorniuk, Pauline.....CKPR, Ft. William, Ont.
Christian, Lorina.....WKKO, Cocoa, Fla.
Clark, Gail.....KTNT, Tacoma, Wash.
Clark, Helen.....KXXX, Colby, Kan.
Clark, Hilde.....KTUC, Tucson, Ariz.
Clark, Lucille.....WTAR-TV, Norfolk, Va.
Clayton, Reba.....WQXI, Atlanta, Ga.
Clifton, Ann.....WALE, Fall River, Miss.
Cole, Mrs. W. H.....WHOC, Philadelphia, Miss.
Coleman, Dorothy.....WNHC, New Haven, Conn.
Coleman, Roz.....WTRF, Wheeling, Va.
Collins, Edna, G.....KCIM, Carroll, Iowa
Collins, Kay.....WIS, Columbia, S. C.
Connelly, Jean.....WKTV, Pittsburgh, Pa.
Connelly, Jeanne.....WNEB, Worcester, Mass.
Connolly, Pat.....KABQ, Albuquerque, N. M.
Connors, Dorsey.....WNBQ, Chicago, Ill.
Conrad, Fran.....KWRN, Reno, Nev.
Conville, Mary.....CJOC, Lethbridge, Alta.
Conyers, Maureen.....KIDO, Bosie, Idaho
Cook, Connie.....WOW-TV, Omaha, Neb.
Cook, Irene.....KGER, Long Beach, Cal.
Cook, Patti.....KPOJ, Portland, Ore.
Cook, Tish.....KXGI, Fort Madison, Iowa
Cooney, Josephine.....WFBG, Altoona, Pa.
Coons, Toni.....KLFY, Lafayette, La.
Cooper, Madge.....WMRN, Maron, O.
Cooper, Pauline.....WTPA-TV, Harrisburg, Pa.
Cooper, Ruby.....KLTI, Longview, Tex.
Coury, Connie.....WCOU, Lewiston, Me.
Crane, Ruth.....WMAL, Washington, D. C.
Craven, H. Marie.....WGBG, Greensboro, N. C.
Croft, Lorraine.....KHMO, Hannibal, Mo.

— D —

Dale, Dorothy.....WBET, Brockton, Mass.
Daley, Wanda.....KRAL, Rawlins, Wyo.
Daniel, Jacqueline.....KFBK, Sacramento, Cal.
Daniels, Catherine.....WISH, Indianapolis, Ind.
Daugherty, Catherine.....WKBI, St. Marys, Pa.
Davenport, Gwen..KKTV, Colorado Springs, Colo.
Davenport, Michael.....KPTV, Portland, Ore.
Davis, Glenda.....KRAI, Craig, Colo.
Day, Helen.....WBAY, Green Bay, Wis.
Daye, Sunny.....WLOS, Asheville, N. C.
Deane, Martha.....WOR, New York, N. Y.
Demas, Jana.....WKRC, Cincinnati, O.
DeMers, Norma.....KSYC, Yreka, Cal.
Dennehy, Eve.....WCHN, Norwich. N. Y.
Derrick, Elta.....KNOG, Nogales, Ariz.
Dettinger, Alma.....WQXR, New York, N. Y.
DeVaney, Maxine.....WMBH, Joplin, Mo.
Dexter, Mrs. A. H.....CHNS, Halifax, N. S.
Dickens, Betty.....WIOD, Miami, Fla.
Dickens, Dean.....WGST, Atlanta, Ga.
Di Fant, Mary.....WKNB, New Britain, Conn.
Dikeman, Elizabeth.....KTUL, Tulsa, Okla.
Dillin, Alberta.....WFOY, St. Augustine, Fla.
Dionne, Odette.....CJFP, Riviere Du Loup, Que.
Dixon, Nancy.....WJAR-TV, Providence, R. I.
Doherty, Frances.....WBIP, Booneville, Miss.
Donges, Cathy.....WATG, Ashland, O.
Dollar, Lynn.....WPTZ, Philadelphia, Pa.
Donham, Betty Jo.....KNEX, McPherson, Kan.
Donohue, Beulah.....WTMJ, Milwaukee, Wis.
Donovan, Bea.....KING-TV, Seattle, Wash.
Donovan, Joyce.....WTRY, Troy, N. Y.
Dooley, Dorothy..KFDX-TV, Wichita Falls, Tex.
Dorsey, Polly.....WBMD, Baltimore, Md.
Dow, Bess.....KCNO, Acturas, Cal.
Doyle, I.....CFOS, Owen Sound, Ont.
Drew, Sally.....WJER, Dover, O.
Drewson, Dorothy...WHMP, Northampton, Mass.
Drivas, Chris.....WIDE, Biddeford, Maine
Drooz, Elaine.....WROW, Albany, N. Y.
Duke, Ann.....WBBL, Springfield, Conn.
Duncan, Earline.....WPNX, Phenix City, Ala.
Dunlop, Ruth.....KPHO, Phoenix, Ariz.
Dunn, Jo Ann.....WTRF, Bellaire, O.
Dunn, Marjorie.....WFBL, Syracuse, N. Y.
Durham, Jo.....WHAW, Weston, W. Va.

— E —

Earin, Barbara.....KVNI, Coeur d'Alene, Idaho
Easton, Louise.....WTOR, Torrington, Conn.
Eaton, Marguerite.....WJMX, Florence, S. C.
Edwards, Lyn.....WFOM, Marietta, Ga.
Eilerman, Carmen G.....WZIP, Covington, Ky.
Elder, Julie.....KSTM-TV, St. Louis, Mo.
Elliot, Jean.....WCUE, Akron, O.
Elliott, Frances.....KGNO, Dodge City, Kan.
Elliott, Jeanette.....WTVI, Belleville, Ill.
Elliott, Pat.....WAGF, Dotham, Ala.
Ellis, Carolyn.....WCPO-TV, Cincinnati, O.
Elpern, Margaret.....KZTV, Reno, Nev.
Emerson, Faye.....WNBC, New York, N. Y.
Emery, Jane.....WASA, Havre de Grace, Md.
Emunson, Crystine.....WMTE, Manistee, Mich.
Engle, Lura.....WLPO, La Salle, Ill.
Ensey, Anita.....KRHD, Duncan, Okla.
Erlandson, Betty.....KGVO, Missoula, Mont.
Erwin, Rosamund.....KMON, Great Falls, Mont.
Esgate, Leslie.....WRAD, Radford, Va.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Anne.....KSWO, Lawton, Okla.
Evans, Christine.....WHDH, Boston, Mass.
Evans, Donnie.....WMOX, Meridian, Miss.
Evans, Dorothy.....WTVE, Elmira, N. Y.
Evans, Sonja.....KMO-TV, Tacoma, Wash.
Evans, Stacey.....WWCA, Gary, Ind.
Ezell, Connie.....KHOZ, Harrison, Ark.

— F —

Falkenburg, Jinx.....WNBT, New York, N. Y.
Farence, Peg.....WCMB, Harrisburg, Pa.
Farmer, Helen.....WMAZ, Macon, Ga.
Feldman, Lenore.....WWIN, Baltimore, Md.
Fillingham, Joanne.....KANS, Wichita, Kan.
Fiora, Katherine.....WCUM, Cumberland, Md.
Fiscus, Virginia.....WTTS, Bloomington, Ind.
Fisher, Alice.....KBIZ, Ottumwa, Iowa
Fitzwater, Jean.....KGEZ, Kalispell, Mont.
Flanders, Lyda.....WTAG, Worcester, Mass.
Fletcher, Louise.....WSOK, Nashville, Tenn.
Fletcher, Marian.....WLOK-TV, Lima, O.
Flintoft, Elda.....CKTB, St. Catherines, Ont.
Floyd, Margo.....WGUY, Bangor, Maine
Foedish, Joan.....WWSC, Glens Falls, N. Y.
Foley, Bernice.....WCPO-TV, Cincinnati, O.
Fontanne, Mary....WKZO-TV, Kalamazoo, Mich.
Forgue, Sonia.....WLAM, Lewiston, Maine
Forman, Lynn.....WARM-TV, Scranton, Pa.
Fortescue, Priscilla.....WEEI, Boston, Mass.
Fouts, Nell V.....WTNC, Thomasville, N. C.
Fowler, Fern.....WMTV, Madison, Wis.
Fowler, Nancy.....WHAP, Hopewell, Va.
Fowles, Olive.....KGYW, Vallejo, Cal.
Foxall, Lois.....WSIX, Nashville, Tenn.
Freed, Mary.....WKRZ, Oil City, Pa.
Freeland, Mildred.....WMID, Atlantic City, N. J.
Freeman, Lois.....WGBF, Evansville, Ind.
Friberg, Alice F.....WCYB, Bristol, Va.
Frichtel, Colleene.....WAKU, Latrobe, Pa.
Funnell, Mildred.....WTAM, Cleveland, O.

— G —

Gaffney, Pauline.....WHEC, Rochester, N. Y.
Gagne, Mme. R.....CJFP, Riviere Du Loup, Que.
Gaines, Myrtle.....WOKZ, Alton, Ill.
Galan, Gilda.....WKAP, Santurce, P. R.
Gallant, Catherine Rice...WFAU, Augusta, Maine
Galvin, Grace H.....WBRY, Waterbury, Conn.
Gardiner, Dorothy.....KTLA, Hollywood, Cal.
Gardiner, Evelyn.....KDKA, Pittsburgh, Pa.
Gaskins, Frances....WGAI, Elizabeth City, N. C.
Gay, Pat.....KLZ, Denver, Colo.
Gay, Virginia.....WEVA, Emporia, Va.
Geyer, Marion.....WAKR, Akron, O.
Gibbs, Agnes.....WCSH, Portland, Maine
Gibson, Jane.....WKJF-TV, Pittsburgh, Pa.
Gilchrist, Norma.....KTTV, Los Angeles, Cal.
Gilstrap, Karine.....KTAE, Taylor, Tex.

Given, Marge.....WIRI, Peoria, Ill.
Glasner, Anne.....WMMT, McMinnville, Tenn.
Gluck, Imogene.....WCMC, Wildwood, N. J.
Godofsky, Miriam.....WHLI, Hempstead, N. Y.
Good, Ann.....WGLO, Mason City, Iowa
Goodman, Ruth.....WTOC, Savannah, Ga.
Gordon, Mimi.....WPRC, Lincoln, Ill.
Gordon, Windy.....CKTS, Sherbrooke, Que.
Gorman, Marge.....KVOA, Tucson, Ariz.
Gottlieb, Ruth.....WMSC, Columbia, S. C.
Graham, Dorothy.....KFEQ, St. Joseph, Mo.
Graham, Lee.....WABD, New York, N. Y.
Graham, Marie.....KFXD, Nampa, Idaho
Graham, Peg.....KDIX, Dickinson, N. D.
Graham, Virginia.....WABD, New York, N. Y.
Gray, Elaine.....KHQ, Spokane, Wash.
Gray, Ethel.....WSBA, York, Pa.
Grayson, Garnet.....WCPO-TV, Cincinnati, O.
Graziani, Rory.....WWON, Woonsocket, R. I.
Green, Carol.....WOSA, Wausau, Wis.
Greene, June K.....WHAI, Greenfield, Mass.
Gregg, Mary.....KAFY, Bakersfield, Cal.
Grenier, Madeleine.....CFRG, Gravelbourg, Sas.
Griffith, Marge.....WRTA, Altoona, Pa.
Grim, Lee.....KOME, Tulsa, Okla.
Grindlay, Hilary.....WTTS, Bloomington, Ind.
Grover, Gertrude.....WHCU, Ithaca, N. Y.
Grunskay, Roberta.....WLCR, Torrington, Conn.
Gunning, Elizabeth.....WJAR, Providence, R. I.

— H —

Haden, Evelyn.....WKWK, Wheeling, W. Va.
Hadley, Cis.....KSJB, Jamestown, N. D.
Haeberle, Arle.....WCCO, Minneapolis, Minn.
Hagen, Vi.....WCOU, Montgomery, Ala.
Haig, Barbara.....WHRV, Ann Arbor, Mich.
Hale, Betty.....WPMT, Portland, Me.
Hale, Violet.....WFIL, Philadelphia, Pa.
Hall, Harriet.....WBSM, New Bedford, Mass.
Hall, Jane.....WMGR, Bainbridge, Ga.
Hall, Ruth Ellen.....WSBA, York, Pa.
Ham, Lois.....KSID, Sidney, Neb.
Hammersly, Evadna.....KOA, Denver, Colo.
Hanscomb, Olga.....WFLA, Tampa, Fla.
Hansen, Flo.....KFRE, Fresno, Cal.
Hanson, Eleanor.....WHK, Cleveland, O.
Hanzel, Betty.....WBBW, Youngstown, O.
Hapgood, Louise.....KCOY, Santa Maria, Cal.
Hardy, Doris.....WEIM, Fitchburg, Mass.
Harper, Ann.....KRBC, Abilene, Tex.
Harpole, Mary.....KVOU, Uvalde, Tex.
Harris, Betty.....WHOW, Clinton, Ill.
Harris, Fran.....WWJ-TV, Detroit, Mich.
Harris, Frances Kay.....KGBC, Galveston, Tex.
Harriss, Joann.....KSTA, Coleman, Tex.
Harvey, Mary.....WGEM, Quincy, Ill.
Hausler, Barbara.....KCTI, Gonzales, Tex.
Hawkins, Louise.....KIUN, Pecos, Tex.
Hay, Gal'a.....KVSF, Santa Fe, N. Mex.
Hayes, Fern.....KVAN, Vancouver, Wis.
Hayward, Joyce.....WGAC, Augusta, Ga.
Hazard, Aline.....WHA, Madison, Wis.
Heath, Martha Ann.....WPCF, Panama City, Fla.
Heckman, Nan.....WEEU, Reading, Pa.
Heider, Joan.....WSGW, Saginaw, Mich.
Heitger, Abbie.....WBIW, Bedford, Ind.
Henderson, Freddye.....WERD, Atlanta, Ga.
Hepburn, Helen.....WKBZ, Muskegon, Mich.
Hersh, Gladys, E.....WKAP, Allentown, Pa.
Hickey, Jean.....WSDR, Sterling, Ill.
Hileman, Marje.....KVOC, Casper, Wyo.
Hill, Jean.....WHTC, Holland, Mich.
Hillegas, Kay.....KSBW, Salinas, Cal.
Hines, Maryalice.....KIMA, Yakima, Wash.
Holden, Ann.....KGO, San Francisco, Cal.
Holgate, Helen.....KSDN, Aberdeen, S. D.
Holland, Jean.....KGNC, Amarillo, Tex.
Holliday, Mary.....WACO, Waco, Tex.
Holmgren, Lois R.....WJPD, Ishpeming, Mich.
Hoover, Marjorie.....KRLC, Lewiston, Idaho
Hope, Helen.....WHYN, Springfield, Mass.
Hopper, Marie.....KUBC, Montrose, Colo.
Horn, Elaine.....KVOS, Bellingham, Wash.
Horne, Lucille.....KOWL, Santa Monica, Cal.
Horsfall, Dorothy.....WPDQ, Jacksonville, Fla.
Horstman, Betty Ann.....WING, Dayton, O.
Hoskins, Phyliss.....WMMB, Melbourne, Fla.
Houglum, Mimi.....KUGN, Eugene, Ore.
Howard, Nancy Richards..KMUS, Muskogee, Okla.
Hubbard, Margie L.....KPIT, Paris, Tex.
Hubert, Anne.....WAVE, Louisville, Ky.
Hughes, Claire.....KWKW, Pasadena, Cal.
Hughes, Mae.....KPQ, Wenatchee, Wash.
Huie, Mildred.....WALB, Albany, Ga.
Hulin, Bernice.....WGTV, Des Moines, Iowa
Hull, Martha.....KCID, Caldwell, Idaho
Hume, Marge.....KFMB, San Diego, Cal.
Hummel, Janice.....WDOK, Cleveland, O.
Huse, Polly.....WBZ, Boston, Mass.
Hutch, Nita.....WTVN, Columbus, O.
Hutchinson, Lucia.....WRBL, Columbus, Ga.

— I —

Imholz, Dorothy.....KRBZ, Abilene, Tex.
Ingalls, Mary.....KGRH, Fayetteville, Ark.
Isaac, Rose.....WJMS, Ironwood, Mich.
Israel, Dorothy.....WKNY, Kingston, N. Y.

— J —

Jabenis, Elaine.....WOW, Omaha, Neb.
Jackson, Alice.....WJAR-TV, Providence, R. I.
Jackson, Fay.....WGAF, Valdosta, Ga.
Jackson, Gretchen.....WVOM, Boston, Mass.
Jackson, Louise.....KYOS, Merced, Cal.
Jackson, Rosemary.....WSKB, McComb, Miss.
James, Vee.....WCKY, Cincinnati, O.
Jarman, Frances.....WDNC, Durham, N. C.
Jensen, Marie.....KTBC-TV, Austin, Tex.
Jenkins, Polly.....WDEV, Waterbury, Vt.
Johannesma, Shirley.....KTAR, Phoenix, Ariz.
John, Alma.....WWRL, New York, N. Y.
Johnson, Bea.....KMBC, Kansas City, Mo.
Johnson, Bunny.....WAKN, Aiken, S. C.
Johnson, Fern.....KSUB, Cedar City, Utah
Johnson, Gwenn.....KROS, Clinton, Iowa
Johnson, Sibyl.....WKY, Oklahoma City, Okla.
Jollivette, Jo.....KISD, Sioux Falls, S. D.
Jones, Gwen.....KWBS, Oyster Bay, N. Y.
Jones, Laverne.....KTRE, Lufkin, Tex.
Joy, La Velle.....KMOR, Oroville, Cal.
Julien, Chrystal.....KOEL, Oelwein, Iowa

— K —

Kaess, Virginia.....KVRH, Salida, Colo.
Kay, Bonnie.....WJBW, New Orleans, La.
Kaye, Susan.....WRGB, Schenectady, N. Y.
Keane, Leontine.....WJLB, Detroit, Mich.
Keeble, Daisy.....WCRI, Scottsboro, Ala.
Keefe, Ann.....WHAM, Rochester, N. Y.
Keefer, Lolly.....WGKV, Charleston, W. Va.
Keesling, Jane.....WCSI, Columbus, Ind.
Kelley, La Delle.....KVLF, Alpine, Tex.
Kelley, Miriam.....WAVE, Louisville, Ky.
Kelly, Elly.....WRFW, Eau Claire, Wis.
Kelly, Norine.....CFJR, Brockville, Ont.
Kelso, Marcia.....KMPT, Oklahoma City, Okla.
Kercheval, Mary..WSAZ-TV, Huntington, W. Va.
Kerry, Katherine.....KCCC-TV, Sacramento, Cal.
Kieckhafer, Anne.....WBKV, West Bend, Wisc.
Killmade, Liz.....KSTM-TV, St. Louis, Mo.
Kimball, Betty.....WHAY, New Britain, Conn.
Kimbrough, Emily.....WCBS, New York, N. Y.
Kincannon, Sue.....KFSA, Ft. Smith, Ark.
King, Carol.....WCAX, Curlington, Vt.
King, Ethel Jane.....KFH, Wichita, Kan.
King, Fran.....WGAP, Maryville, Tenn.
King, Marjorie.....KNBC, San Francisco, Cal.
Kingbay, Meg.....WMIN, St. Paul, Minn.
Kirby, Bea.....WTTM, Trenton, N. J.
Knapp, Winnie.....WSDR, Sterling, Ill.
Kneeland, Eileen.....WHAV, Haverhill, Mass.
Knos, Virginia.....KSCB, Liberal, Kan.
Knott, Martha.....KBYE, Oklahoma City, Okla.
Koelling, Maxine.....WRR, Dallas, Tex.
Kole, Ronnie.....WPFA, Pensacola, Fla.
Kretschman, Lorraine....KUBC, Montrose, Colo.
Krueger, Carol.....WIGN, Medford, Wisc.
Kundert, Dorothy.....WEKZ, Monroe, Wisc.

— L —

Labbitt, Myrtle.....CKLW, Detroit, Mich.
Lafferty, Betty.....KOPO, Tucson, Ariz.
Lanctot, Simone.....CKCH, Hull, Que.
Lane, Barbara.....WISC, Madison, Wisc.
Lane, Laura.....WMRY, New Orleans, La.
Lane, Martha.....KXOK, St. Louis, Mo.
Lane, Sharon.....WANE, Ft. Wayne, Ind.

Lang, Polly.....WNOP, Newport, Ky.
Lankford, Virginia.....WZOB, Ft. Payne, Ala.
Larkin, Jean S.....WATS, Sayre, Pa.
Larson, Kay.....WHEN, Syracuse, N. Y.
Lauten, Jane.....WGAN, Portland, Maine
Lavigne, Claire.....WATR, Waterbury, Conn.
Lavitan, Gladys.....WAYS, Charlotte, N. C.
Leclerc, Louise.....CKCV, Quebec
Lee, Bobbi.....WHIL, Medford, Mass.
Lee, Elinor.....WTOV, Washington, D. C.
Lee, Gretchen.....WOOD, Grand Rapids, Mich.
Lee, Judy .....WPTZ, Philadelphia, Pa.
Lee, June.....KFXJ, Grand Junction, Colo.
Lee, Linda.....KVET, Austin, Tex.
Lee, Lois.....KVWO, Cheyenne, Wyo.
Lee, Marjorie.....WRBC, Jackson, Miss.
Lee, Nora Lou.....KFPW, Ft. Smith, Ark.
Leete, Margaret.....WCHA, Chambersburg, Pa.
Lemma, Joyce.....KBWD, Brownwood, Tex.
Leonard, Beth.....KING-TV, Seattle, Wash.
Leslie, Ann.....WISN, Milwaukee, Wis.
Lewallen, Dorothy.....WGWR, Asheboro, N. C.
Lewis, Doris.....WJAT, Swainsboro, Ga.
Lewis, Emogene.....KWSH, Wewoka, Okla.
Lexa, Alice.....KXGN, Glendive, Mont.
Lieser, Mereline.....KJUN, Redmond, Ore.
Lindbert, Aileen.....WABJ, Adrian, Mich.
Lindgren, Irene.....WFBM, Indianapolis, Ind.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Lobsinger, Joan.....CKCR, Litchener, Ont.
Long, Jane.....WFAM-TV, Lafayette, Ind.
Long, Mary.....WFMD, Frederick, Md.
Lovett, Annie Warren...WJJJ, Montgomery, Ala.
Lowe, Kay.....WKLO, Louisville, Ky.
Lucca, Peggy.....WOND, Pleasantville, N. J.
Lull, Lucia.....WHBS, Huntsville, Ala.
Lynn, Kathryn.....KFAL, Fulton, Mo.
Lyon, Dandra.....WCSC, Charleston, S. C.
Lyons, Ruth.....WLW-T, Cincinnati, O.

— M —

MacDonald, Elaine.....CHOK, Sarnia, Ont.
MacDonald, Marie.....KFBI, Wichita, Kan.
MacGregor, Marguerite....WPEP, Taunton, Mass.
Mack, Ellyn.....KBUR, Burlington, Iowa
MacMorris, Marguerite..KWBW, Hutchinson, Kan.
Madden, Gertrude.....WWPA, Williamsport, Pa.
Maddox, Mary Lou.....WJPS, Evansville, Ind.
Madory, Mary.....KFEL, Denver, Colo.
Mahoney, Esther.....WSFA, Montgomery, Ala.
Malicord, Boo.....WHOO, Orlando, Fla.
Mallory, Martha.....WWNH, Rochester, N. H.
Mann, Claire.....WABD, New York, N. Y.
Manning, Mary.....WLAC, Nashville, Tenn.
Markel, Hazel.....WWDC, Washington, D. C.
Marlowe, Lorelle.....WBRW, Welch, W. Va.
Marshall, Mary Louise....WOC, Davenport, Iowa
Marshall, Shirley.....WAVE, Louisville, Ky.
Martin, Ann.....WKBC, N. Wilesboro, N. C.
Martin, Jean.....KEEN, San Jose, Cal.
Martin, Josephine.....KFRC, San Francisco, Cal.
Martin, Mary Ellen...KCSB, San Bernardino, Cal.
Martin, Sally.....WTVE, Elmira, N. Y.
Martin, W. L. .....WWGS, Tifton, Ga.
Mason, Eleanore ....KGMB-TV, Honolulu, T. H.
Mason, Mary....WJVB, Jacksonville Beach, Fla.
Mason, Shirley.....KFRU, Columbia, Miss.
Massey, Vera.....WDSU, New Orleans, La.
Masters, Margaret..KSL-TV, Salt Lake City, Utah
Mathre, Dianne.....WCIA-TV, Champaign, Ill.
Matson, Shirley.....WTAG, Worcester, Mass.
Maxwell, Bette.....WLAP, Lexington, Ky.
Maxwell, Virginia....WGAY, Silver Springs, Md.
May, Catherine .....KIT, Yakima, Wash.
May, Joyce .....WNMP, Evanston, Ill.
McBride, Jean .....WWJ, Detroit, Mich.
McBride, Maureen.....WBBZ, Ponca City, Okla.
McCall, Bettie .....WCAO, Baltimore, Md.
McCartney, Maida H.....KOJM, Havre, Mont.
McCormick, Dorothy.....WSON, Henderson, Ky.
McCune, Paula.....KLO, Ogden, Utah
McDonald, Helen.....KXRX, San Jose, Cal.
McDonald, Margaret..WBAP-TV, Fort Worth, Tex.
McDonald, Mary.....WGL, Ft. Wayne, Ind.
McDonald, Mary Virginia...WGAF, Valdosta, Ga.
McDougall, Eleanor...CHAT, Medicine Hat, Alta.
McDowell, Winifred...WRGB, Schenectady, N. Y.
McElhone, Eloise .....WPIX, New York, N. Y.
McFarland, Dorothy....KCHA, Charles City, Iowa
McGavren, Marge.....KWBE, Beatrice, Neb.
McKee, Linda .....WLAG, Lagrange, Ga.
McKinnie, Peggy.....WTJS, Jackson, Tenn.
McMillan, Sue.....WILD, Birmingham, Ala.
Mead, Dottie.....WSPB, Sarasota, Fla.
Meath, Jennie .....KXOB, Stockton, Cal.
Meier, Evelyn.....WVMC, Mt. Carmel, Ill.
Mellon, Thelma .....WPAZ, Pottstown, Pa.
Melrose, Edythe .....WXYZ-TV, Detroit, Mich.
Merman, Rayleen.....KERO, Bakersfield, Cal.
Merryfield, Mary .....WMAQ, Chicago, Ill.
Messec, Alice .....KJEO, Fresno, Cal.
Miles, Rory .....WBRE, Wilkes Barre, Pa.
Miller, Bette B.....KDUB, Lubbock, Tex.
Miller, Mary .....KROC, Rochester, Minn.
Miller, Mildred.....WBEN, Buffalo, N. Y.
Milligan, Marian .....WTAD, Quincy, Ill.
Mills, Nancy .....KVEC, San Luis Obispo, Cal.
Miniard, Julia .....WATM, Atmore, Ala.
Minick, Stella G.....WDAR, Savannah, Ga.
Mitchell, Eleanor....WKCT, Bowling Green, Ky.
Moe, Jean .....KAYL, Storm Lake, Iowa
Monnin, Lorraine.....WAOV, Vincennes, Ind.
Monreo, Pat.....WPEN, Philadelphia, Pa.
Moon, Virginia.....KTRM, Beaumont, Tex.
Moore, Bettee .....KVGB, Great Bend, Kan.
Moore, Betty .....WDLA, Walton, N. Y.
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Mary .....WLW-A, Atlanta, Ga.
Moore, Mary .....WJAG, Norfork, Neb.
Morgan, Mary.....CKLW, Detroit, Mich.
Morris, Louise .....WDAK, Columbus, Ga.
Morse, Molly .....KFMB, San Diego, Cal.
Mortenson, Luella.....WKOW, Madison, Wisc.
Mosier, Sue.....KFKA, Greeley, Colo.
Mossman, Sally.....WMCK, McKeesport, Pa.
Mounts, Wyletta .....KCOW, Alliance, Neb.
Munoz, Margarite.....KTXN, Austin, Tex.
Murphy, Miriam.....WTPA-TV, Harrisburg, Pa.
Murray, Jean .....WRDO, Augusta, Maine

— N —

Neilson, Shirley.....WHWB, Rutland, Vt.
Neumann, Kay.....WDTV, Pittsburgh, Pa.
Newell, Verna.....KFGO, Fargo, N. D.
Newman, Ida .....WJDA, Quincy, Mass.
Newsome, Daphine.....WNHN, Fitzgerald, Ga.
Niles, Helen.....WAPX, Montgomery, Ala.
Norman, Beth.....KYA, San Francisco, Cal.
Norman, Kay.....KNEA, Jonesboro, Ark.
Norton, Sally.....KVON, Napa, Cal.
Notari, Serena .....WEDC, Chicago, Ill.
Novak, Lois.....WBRE-TV, Wilkes-Barre, Pa.
Nyberg, Gertrude.....KGH, Billings, Mont.

— O —

Oblinger, Jackie.....WHIS, Bluefield, W. Va.
O'Brien, Lee.....KIUP, Durango, Colo.
O'Brien, Margaret...KFBC-TV, Cheyenne, Wyom.
O'Brien, Mary Lou.....KENT, Shreveport, La.
O'Day, Billie .....WIOD, Miami, Fla.
O'Neill, Kay.....CBK, Winnipeg, Man.
Oppenheimer, Kitty.....KTIM, San Rafael, Cal.
Orser, Eddie .....WOAP, Owosso, Mich.
Owen, Gordon.....KALL, Salt Lake City, Utah

— P —

Page, Mrs. .....WJR, Detroit, Mich.
Paige, Dottie.....WREN, Topeka, Kan.
Paige, Evalyn.....WTVL, Waterville, Me.
Paintin, Sue .....WFBK, Fayetteville, N. C.
Palmer, Paige .....WEWS, Cleveland, O.
Parker, Pat.....WNNT, Warssaw, Va.
Parker, Zelmadean.....KADA, Ada, Okla.
Parr, Jean .....WKOW, Madison, Wis.
Parris, Helen.....WAGA, Atlanta, Ga.
Patton, Rae .....KRAM, Las Vegas, Nev.
Payne, LoRena.....KWHP, Cushing, Okla.
Pedlow, Marian.....WPWA, Chester, Pa.
Peed, Emily May.....WJPB, Fairmont, W. Va.
Penland, Nell Bates.....WACL, Waycross, Ga.
Person, Violet.....WMTC, Vancleve, Ky.
Phelps, Carmen.....WOAI, San Antonio, Tex.
Phillip, Lee.....WBBM-TV, Chicago, Ill.
Phillippi, Mary Jane.....KGPH, Flagstaff, Ariz.
Pierson, Rama.....WSTR, Sturgis, Mich.
Plank, Laura .....KASH, Eugene, Ore.

Pons, Norma.....KORK, Las Vegas, Nev.
Pope, Lucy.....WAPX, Montgomery, Ala.
Pope, Sara T.....Winder, Ga.
Popham, Virginia F.....KTLW, Texas City, Tex.
Porter, Carrie.....WSPR, Springfield, Mass.
Porter, Elaine.....WCOA, Pensacola, Fla.
Porter, Jeanne.....WKNB, New Britain, Conn.
Potter, Cliffordean.....WOMI, Owensboro, Ky.
Potter, Grace.....WMOU, Berlin, N. H.
Prentice, Janet.....KHSL, Chico, Cal.
Pressly, Harriet.....WPTF, Raleigh, N. C.
Priess, Shirley.....KOLO, Reno, Nevada
Proffitt, Sally.....WBOW, Terre Haute, Ind.
Protsman, Faith .....WNER, Live Oak, Fla.
Pulliam, Billie.....KPDN, KPDN, Pampa, Tex.
Purcell, Joan M.....WCLI, Corning, N. Y.

— Q —

Quick, Nettie .....WAJF, Decatur, Ala.
Quinn, Carolyn .....KWHN, Ft. Smith, Ark.
Quinn, Frances.....KYNO, Fresno, Cal.

— R —

Ramey, Wanda .....KROW, Oakland, Cal.
Randall, Joanne ....WLAV, Grand Rapids, Mich.
Ransom, Jane .....WASK, Lafayette, Ind.
Ray, Ruth .....WKST, New Castle, Pa.
Ray, Suetta .....KBOA, Kennett, Mo.
Ready, Mary Jane.....WOHI, East Liverpool, O.
Redington, Ruth.....WKNE, Keene, N. H.
Reich, Betty.....WJMC, Rice Lake, Wis.
Resch, Marion.....WKBN-TV, Youngstown, O.
Rexach, Sylvia.....WKVW, San Juan, P. R.
Reynolds, Lenore M.....WCMA, Corinth, Miss.
Riano, Renie.....WBNS, Columbus, O.
Richards, Joan .....WIPC, Lake Wales, Fla.
Richter, Barbara.....WVEC, Hampton, Va.
Risk, Hester.....WMBS, Uniontown, Pa.
Rissley, Fern .....WRMN, Elgin, Ill.
Ritchie, Ruth.....WBEJ, Elizabethton, Tenn.
Roasles, Doris.....KWSO, Wasco, Cal.
Roberts, Fran.....WCSS, Amsterdam, N. Y.
Roberts, Marion.....WBEN, Buffalo, N. Y.
Robinson, Blanche...WOCB, W. Yarmouth, Mass.
Robinson, Carol Ann..KALG, Alamodorodo, N. M.
Robinson, Dottie, B...WENE, Binghamton, N. Y.
Robinson, Penny.....KPOJ, Portland, Ore.
Rogers, Ann .....WHAM, Rochester, N. Y.
Roland, Rusty.....WKOP, Binghamton, N. Y.
Rooney, Midge .....WCRB, Waltham, Mass.
Rose, Pat .....KYMA, Yuma, Ariz.
Rosenbaum, M. Virginia..WTBO, Cumberland, Md.
Ross, Janet.....KDKA, Pittsburgh, Pa.
Roth, Janie .....KAYS, Hays, Kan.
Rowe, Flo Beach.....WSLB, Ogdensburg, N. Y.
Ruetz, Julie.....WRAC, Racine, Wis.
Rule, Jacqueline.....WSIP, Paintsville, Ky.
Rundle, Ann .....WLAD, Danbury, Conn.
Rundvold, Inga .....WNBW, Washington, D. C.
Russell, Kay .....WSYR-TV, Syracuse, N. Y.
Russell, Marvel .....KWTX, Waco, Tex.
Rutherford, Wilma ....KNUZ-TV, Houston, Tex.
Ryan, Helen.....WKNX, Saginaw City, Mich.
Ryte, Rita .....WEWO, Lauringburg, N. C.

— S —

Salas, Irma .....KBKI, Alice, Tex.
Salzar, Florence.....KODI, Cody, Wyo.
Sampson, Judy.....KPRO, Riverside, Cal.
Samuelson, Connie.....WJTN, Jamestown, N. Y.
Sanderson, Elsie Neely.....KOLN, Lincoln, Neb.
Sant Amour, Joyce.....WDUZ, Green Bay, Wis.
Santiago, Aurea Rosa....WCMN, Arecibo, P. R.
Sawyer, Ila Mae.....WGCD, Chester, S. C.
Sawyer, June.....WSOC, Charlotte, S. C.
Schneider, Eunice J..WEPM, Martinsburg, W. Va.
Schram, Violet.....KFVD, Los Angeles, Cal.
Scott, Dottie.....KOVE, Lander, Wyo.
Scott, Romaine .....WPAM, Rottsville, Pa.
Seidner, Mary Lee.....KLIX, Twin Falls, Idaho
Shaffer, Pat.....WLBC, Muncie, Ind.
Shank, Dorothy.....WEBR, Buffalo, N. Y.
Sharp, Fern .....WBNS, Columbus, O.
Sharp, Patricia .....WICA, Ashtabula, O.
Shaw, Monette.....KABC, San Antonio, Tex.
Shea, Jeanne.....WBNS, Columbus, O.
Shean, Darcy.....WFTL, Ft. Lauderdale, Fla.
Shelby, Beta.....KXOA, Sacramento, Cal.
Shelly, Edna.....KARE, Atchison, Kan.
Shipham, Winnifred.....KHUM, Eureka, Cal.
Shroer, Fran.....WALM, Albion, Mich.
Shumate, May-Floyd.....KSO, Des Moines, Iowa
Shurtz, Margaret....WJHL, Johnson City, Tenn.
Silver, Marjorie.....WIRA, Ft. Pierce, Fla.
Simpson, Diane.....CFAR, Flin Flon, Man.
Simpson, Sloan .....WOR, New York, N. Y.
Smith, Betty.....WBTM, Danville, Va.
Smith, Doris.....WDUN, Gainesville, Ga.
Smith, Jeanne.....KPUG, Bellingham, Wash.
Smith, Libby .....WFTV, Duluth, Minn.
Smith, Libby.....KWRO, Coquille, Ore.
Smith, Margaret.....WIRC, Hickory, N. C.
Smith, Margaret.....KHQ, Spokane, Wash.
Smith, Nona.....WOKO, Albany, N. Y.
Smith, Patti.....KNUJ, New Ulm, Minn.
Smith, Sue Marshall.....WDEC, Americus, Ga.
Smith, Wileen.....KXLF, Butte, Mont.
Snively, Mary Lois.....KSTT, Davenport, Iowa
Snyder, Gerry .....KBMN, Bozeman, Mont.
Somerville, Joy.....WICH, Norwich, Conn.
Spann, June .....KWAK, Stuttgart, Ark.
Speece, Wynn Hubler....WNAX, Yankton, S. D.
Speltz, Bernardine.WFHR, Wisconsin Rapids, Wis.
Shugars, Florence L.....WROK, Rockford, Ill.
Spicer, Rita.....CKCK, Regina, Sask.
Spiegel, Shirley J.....WMIE, Miami, Fla.
Stackpole, Connie.....WKBR, Manchester, N. H.
Standish, Martha.....WPOR, Portland, Me.
Stark, Beverly.....WMTV, Madison, Wis.
Stark, Jean Marie.....WEAR, Pensacola, Fla.
Starkey, Irene.....WHAR, Clarksburg, W. Va.
Stebbins, Hazel.....KFOR, Lincoln, Neb.
Stephenson, Peggy.WSAZ-TV, Huntington, W. Va.
Sterling, Ann.....KJR, Seattle, Wash.
Stevens, Dorothy.....WLAN, Lancaster, Pa.
Stevens, Jane.....WJW, Cleveland, O.
Stevens, Jean.....WNOW, York, Pa.
Stewart, Becky Ann...WPBC, Minneapolis, Minn.
Stoddard, Betty.....KATO, Reno, Nev.
Stone, Bobby.....KLEA, Lovington, N. M.
Stone, Sue .....KVIC, Victoria, Tex.
Storms, Edna.....KGA, Spokane, Wash.
Strickland, Dolly.....CKGB, Timmins, Ont.
Stringer, Tippy.....WNBW, Washington, D. C.
Stroope, Mary.....KARK, Little Rock, Ark.
Stulb, Eileen.....WRDW, Augusta, Ga.
Sullivan, Jean.....KMTV, Omaha, Neb.
Summers, Connie.....KTRC, Sante Fe, N. M.
Syx, Betty.....WTVN, Columbus, O.

— T —

Tabor, Maida.....WSMB, New Orleans, La.
Tackett, Norma Loy.KKTV, Colorado Springs, Col.
Taylor, Lynn .....KCOC, Fresno, Cal.
Taylor, Marline .....KOLD, Yuma, Ariz.
Taylor, Nancy J.....WOTW, Nashua, N. H.
Taylor, Olive .....KEXO, Grand Junction, Colo.
Taylor, Rosemary .....KLAN, Renton, Wash.
Taylor, Teena.....WHMA, Anniston, Ala.
Taylor, Willi .....KFEL, Denver, Colo.
Temple, Alma .....WDSR, Lake City, Fla.
Terry, Ann.....CJCB, Nova Scotia, Can.
Theaux, Mrs.....KVOL, Lafayette, La.
Thomas, Jane .....WCMW, Canton, O.
Thomas, Prissy ....WKY, Oklahoma City, Okla.
Thompson, Bernice.....WDAS, Philadelphia, Pa.
Thompson, Nancy.....WCLT, Newark, O.
Thompson, Ruth.....KJBS, San Francisco, Cal.
Tidmore, Evelyn.....WNPT, Tuscaloosa, Ala.
Tinder, Olive.....WJAR-TV, Providence, R. I.
Todd, Jane.....KCBS, San Francisco, Cal.
Tolson, Bettie.....KMTV, Omaha, Neb.
Torregrosa, Angela L.....WITA, San Juan, P. R.
Tovey, Vera.....WKXL, Concord, N. H.
Towne, Peggy.....WFIL, Philadelphia, Pa.
Tracy, Iona.....WAGE, Syracuse, N. Y.
Traphagen, Mary Lois.....WICU, Erie, Pa.
Tremblay, Jeanne.....CHLT, Sherbrooke, Que.
Trimm, Bettye.....WBAC, Cleveland, Tenn.
Truax, Anne.....KLX, Oakland, Cal.
Tuschhoff, Carol.....WSOY, Decatur, Ill.

— U —

Udstrand, Lois..KTRF, Thief River Falls, Minn.
Underwood, Betty.....WNOE, New Orleans, La.

— V —

Van Cleve, Rachel.....WEWS, Cleveland, O.
Van Etten, Mrs. Avery.....WTOB-TV, Winston-Salem, N. C.
Veilleux, Pierrette.....CHEF, Granby, Que.
Vioni, Patricia.....WKBV, Richmond, Ind.

— W —

Wackerman, Olga S.....WSKY, Montpelier, Vt.
Waldo, Dorothy.....WDSM, Superior, Wis.
Walker, Mary.....WROL, Knoxville, Tenn.
Walpole, Sherlu .....KGBX, Springfield, Mo.
Walsh, Margaret.....WVEC-TV, Hampton, Va.
Walters, Lidie.....WFBC, Greenville, S. C.
Ward, Dianne.....WILS, Lansing, Mich.
Ward, Dottie .....WISL, Shamokin, Pa.
Ward, Virginia.....KERV, Kerrville, Tex.
Warren, Joan.....WJEL, Springfield, O.
Warren, Wendy.....CKY, Winnipeg, Man.
Wayne, Rosemary.....WJJD, Chicago, Ill.
Webber, Edith L. ....KWDM, Des Moines, Iowa
Webster, Bernadine..WIRK, W. Palm Beach, Fla.
Weedman, Polly.....KOTA, Rapid City, S. D.
Weedon, Radine.....KCEN, Temple, Tex.
Weeks, Norma.....KJNO, Juneau, Alaska
Weiller, Louise.....WINN, Louisville, Ky.
Welch, Barbara W.....WSAT, Salisbury, N. C.
Welles, Ruth.....KYW, Philadelphia, Pa.
Wells, Barbara.....WOR, New York, N. Y.
Wells, Betty.....KIOA, Des Moines, Iowa
Wertman, Louise.....WKYR, Keyser, W. Va.
West, Belle .....KOIL, Omaha, Neb.
West, Kay .....KEX, Portland, Ore.
West, Jane.....KTMS, Santa Barbara, Cal.
Weston, Alice .....WXEL, Cleveland, O.
Weston, Jane.....WOWO, Ft. Wayne, Ind.
Wharton, Ann .....WJNO, W. Palm Beach, Fla.
Wheeler, Mary.....KTAT, Frederick, Okla.
Wheeler, Mary Ann..KVEC, San Luis Obispo, Cal.
Whiteman, Phyllis.....WBAT, Marion, Ind.
Wiebush, Judy.....KANG, Waco, Texas
Wilbur, Bobette.....KHAS, Hastings, Neb.
Willard, Tess.....WJET, Erie, Pa.
Willeford, Milli .....WDVA, Danville, Va.
Willeke, Sally .....WBRK, Pittsfield, Mass.
Williams, Anne .....WPTR, Albany, N. Y.
Williams, Carol .....KROP, Brawley, Cal.
Williams, Josie.....WMGY, Montgomery, Ala.
Williams, Terry L.....KAWT, Douglas, Ariz.
Willis, Kathryn.....WJHL, Johnson City, Tenn.
Winner, Jerry .....KFSA, Ft. Smith, Ark.
Wilson, Louise.....WHAM, Rochester, N. Y.
Wilson, Mary.....WPTZ, Philadelphia, Pa.
Winther, Vannie.....KBLI, Blackfoot, Idaho
Wise, Madeline .....WHIO, Dayton, O.
Wise, Penny.....WHUM, Reading, Pa.
Wisler, Dolores.....WNAR, Norristown, Pa.
Withee, Alice .....WJHP, Jacksonville, Fla.
Wolfe, Madeline .....WEIM, Fitchburg, Mass.
Wood, Donna.....KTVQ, Oklahoma City, Okla.
Wood, Dorothy S.....WFTM, Maysville, Ky.
Wood, Jeannie.....CHSJ, St. John, N. B.
Woodruff, Kate.....WCHN, Norwich, N. Y.
Wright, Gerry....KWFT-TV, Wichita Falls, Tex.
Wright, Nina.....KSOO, Sioux Falls, S. D.
Wulff, Maggie.....WXEL, Cleveland, O.
Wynne, Jennie V. .....KCBD, Lubbock, Tex.

— Y —

Young, Mary Emma.....WHTC, Holland, Mich.
Young, Norma.....KHJ, Los Angeles, Cal.

— Z —

Zahrt, Meg .....WGAR, Cleveland, O.
Zwart, Elizabeth Clarkson.KRNT, Des Moines, Ia.

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229 West 28th Street, New York 1, N. Y.

printers of this annual

Musical Commercials Gain Stature As Sales Technique

By PHIL DAVIS
President
Phil Davis Musical Enterprises, Inc.

THE penetration of the musical commercial — on the buying habits of the American public — is one of the phenomena of advertising. Once the hybrid of broadcasting and the butt of critics' jibes, it's emerged not only as an important medium of the advertising world, but also as big business.

Gone are the days when every mother's son from Brooklyn to Boise fancied himself a copy man and a musician, forcing sales lyrics to music and music to sales lyrics. Gone, too, is the monotonous ransacking of public domain tunes — on all levels: local, regional, and national — that dissipated all sponsor identification in the deluge of product confusion and triteness of music.

It would be a blatant over-statement to contend that the era of such irritating musical commercials is over. But the outlook for 1954 is most promising, and more promising as one views the widening horizon of the television picture. For television — more than any other mass medium — is establishing a national standard of quality that invites comparison. It is the only selling medium that impinges both on the eyes and the ears of the public, making a two-fold impact.

It's an impact that is also intimate, going into the hearts of homes in their most relaxed moments when faculties — free of outside influence — are most critical. This intimacy of impact psychologically establishes every viewer as supreme arbiter of the good, the bad, and the mediocre entertainment, commercial or otherwise. If a viewer sees and hears an excellent musical commercial for a national beer, let us say, that is entertaining, in good taste, and featuring talent, musically and vocally, equal to the best popular recordings, he — consciously or unconsciously — associates the quality of the television commercial with the quality of the product.

On the other hand, if — later in the evening — he sees a television commercial for a local or regional beer that is inferior to the television commercial of the national beer, he again — by the same psychological process — associates the inferior quality of the television commercial with the product, though it may not be necessarily true.

This is one of the factors that accounts, in part, for the national growth of the musical commercial as a standard advertising technique.

Today, advertising agencies, servicing local and regional clients, demand and buy — on the whole — the same high quality radio and television musical commercials for local and regional advertisers as those usually purchased for the national advertiser.

But probably the main factor responsible for the expansion and growing prestige of the musical commercial field is the men who have made it a business that commands the respect of sponsors and advertising agencies, many of whom have established musical commercial departments, though these agencies, too, frequently call in outside firms, as ours, for example, on particular assignments.

Recognizing the highly specialized talents that go into the creation of effective musical commercials, agencies and sponsors also know that it is neither accident nor chance that dictates the effectiveness of a musical commercial; but the blood, sweat, tears, and often sleepless nights of men trained in advertising, public psychology, meter, and music.

It's this training that's behind the new direction sales technique of the musical commercial's foremost practitioners. It's a technique that utilizes and embraces, in originating musical commercials, not only sales impact of performance and sales impression created; but also the highly important bonus impression that accrues to a sponsor every time someone whistles, hums, or sings the melody of the musical commercial thereafter.

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Goebel Beer
Green Mint Mouth Wash
Hudepohl Beer
Hudson Motors
Hudson Paper Napkins
Johnson's Wax
Kellogg's Sugar Frosted Corn Flakes
Koehler's Beer
Niagara Instant Laundry Starch
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Old Georgetown Beer
Olympia Beer
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Miller and Company

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ANDY LOVE PRODUCTIONS
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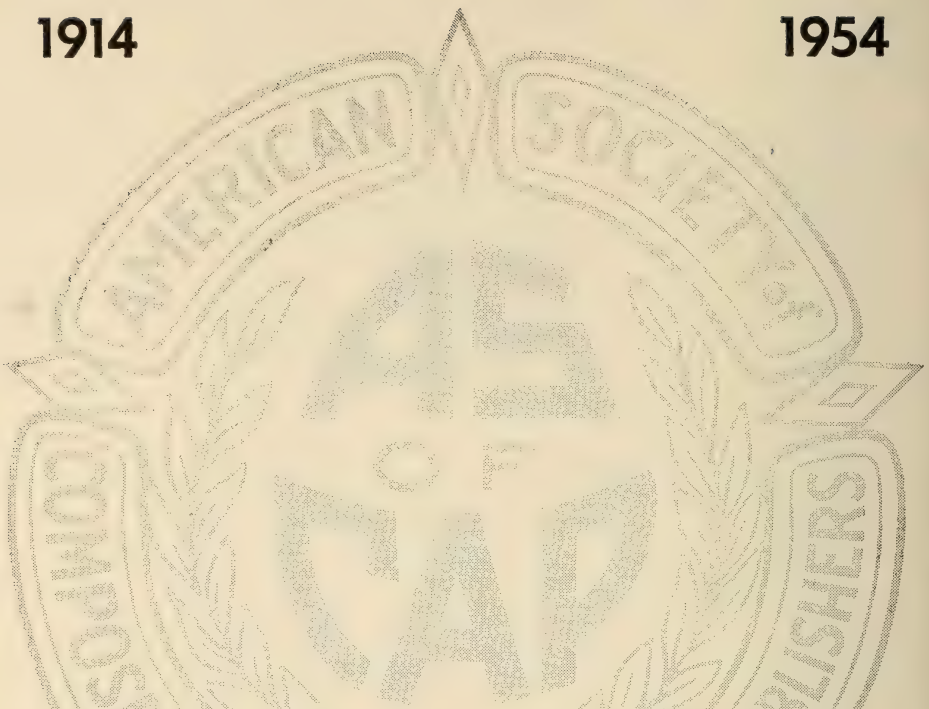

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By STANLEY ADAMS
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USERS of copyrighted musical works in public performance for profit are required under the United States Copyright Law to first clear performing rights of such works with the copyright owner. Because of the vast use of these musical works in radio and television, copyright clearance is one of the major responsibilities of the operators of franchises in these fields.

Performing rights societies exist throughout the world for the purpose of expediting these copyright clearances. Notable among such groups is the American Society of Composers, Authors and Publishers—familiarly known, wherever radio and television are known, as ASCAP. In the great reservoir of the ASCAP repertory are musical works of every conceivable sort in great number, covering two generations of composers and authors and their publishers. With the simple machinery of a blanket agreement between ASCAP and the user, hundreds of thousands of performing rights become instantly available, at a cost to the user that reflects the Society's high operational efficiency. It spends some three million dollars yearly to make its repertory readily available, absorbing in great part the music clearance costs that otherwise would be borne by the users.

ASCAP now enters its 41st year of service to its members and its licensees, wtih membership approaching the 3,500 mark, and a repertory to meet every possible need of its patrons. ASCAP is proud of its contributions to the incredible growths of both radio and television. As its president, I am happy to speak for all our members in pledging continued and greater effort to make available to radio and television, as well as to the entire entertainment world, a repertory of ever-increasing usefulness.

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By CARL HAVERLIN

President

IN 1953, as in each of the previous 14 years of its active corporate existence, Broadcast Music, Inc., continued to increase its repertoire of performing rights and to develop further its many services to all licensees.

During the past year, authors, composers and publishers affiliated with BMI made significant contributions to all fields of American music. BMI licensed material has continued to appear among the most performed music on radio and TV. Extensive juke box use of BMI music is indicated by the fact that for the fourth consecutive year BMI songs not only took top awards in all categories of the *Cash Box* magazine pole but scored 50 out of 76 positions. Last year 15 BMI licensed or published songs appeared on "Your Hit Parade," holding 131 out of a possible 364 positions.

BMI also made gains in its non-radio licensing activities, concluding agreements with members of the National Ballroom Operators Association and issuing contracts to cover motion picture intermission music.

Another valuable aspect of BMI service has been the BMI Program Clinics, held throughout the United States and Canada. These clinics were initiated in 1951, and the 137 clinics presented in three years have drawn a total attendance of nearly 12,000. (Current year, 1954, not included.)

During 1953 we devoted further effort to develop an awareness of contemporary foreign composers and their music as well as that of American composers. The first major concert of all-Canadian music ever to be held in the United States was sponsored by BMI, conducted by Leopold Stokowski at Carnegie Hall. BMI's subsidiary, Associated Music Publishers, Inc., while maintaining its position as an outstanding representative of major European music catalogues, increased its output of leading American contemporary music. Through our agreements with European performing rights societies, other outstanding works by foreign composers and publishers have been popularized in the United States by many BMI affiliated publishers.

During 1954 we at BMI will continue our efforts, through energetic competition, promotion and service, on behalf of music of all types—popular and concert. For in only that way can anyone aid in the growth of all musical creativity in the United States.

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Celestial Music Pub. Co., Inc.
Century Songs, Inc.
Cerabino, L. G.
Challenge Music
Chambers Music Co.
Charill Music Pub. Co.
Checker Music Publishing Co.
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Children's Record Guild
Children's Songs, Inc.
Chips Music
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Claremont Music Company
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collins Music Co.
Collwill Corporation
Colonial Music Publishing Co.
Colortunes Publishers
Columbia Music Publishing Co.
Commercial Music, Inc.
Commodore Music Corporation
Continental Record Co.
Copyright Music
Cosmo Music
Country Music
Crestline Music Pub.
Crestwood Publications
Cross Music Company
Crossroads Music Co.
Crowe, Edward and Pyle, Pete
Cundy-Bettony Co.
D. R. & P. Co.
Dallas Music Co., Inc.
Dana Records
Dance Music Corp.
Davis & Ostergard
Davis Music Company
D. Dreyer Co., Inc.
Delaware Music Co.
DeMorat Music Co.
DeSoto Songs
Debut Publications
Dennis Music Co.
Destiny Music Pub.
Devere, Robert Music Co.
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dickinson, Harold H.
Dinehart Music Company, The
Diav Records, Inc.
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dorchester Music Co.
Dornix Music, Inc.
Dioro Music Pub.
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunbar Music Co.
Dunhill Music Corp.
Dunray Music Company
Eagle Music Publishing Corp.
East Coast Music Publications
Eastern Music Publishers
Eastwick Music Co.
Eccma Music Company
Edgar Music Co.
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edlee Music Corp.
Edwards, Norman, Music Pub.
Elkane Music Company
Elmore, C. M. Publisher
Elsmo Patrillo
Embassy Music Corp.
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Emperor Music Inc.
Encore Music Publications, Inc.
Englewood Pub.
Ericcson & Peppers Music Co.
Esquire Music Co.
Essay Music Company
Excelsior Music Publishing Co.
Executive Music Corporation
Fairfax Music Company
Fairway Music Corp.
Fargo Music Inc.

Ferrer, Jose, Music Inc.
Fi-Del Music Publishing Co.
Fine Songs
Flair Pub. Co.
Florida Music Company
Folk Songs
Folkways Music Publishers Inc.
Ford Music, Inc.
Four-Star Music Company
Fowler, Wallace Publications
France Music Company
Francis & Wilmore Music Pub.
Franco-American Publications
Franklin Pub. Co.
Frannan Music Co., Inc.
Freed & Hall Music Publishers
Frederick Music Publ. Co.
Freeman, Albert Edward
Freeman Music Co.
Freeman, Porky, Pub. Co.
Fremart Music Company
Frey, Fran and Company
G-Note Record Corp.
G. M. S. Music Publishing Co.
Gabriel Records
Gainsborough Music, Inc.
Gala Music Publishing Corp.
Gale & Gale, Inc.
Garlock, Scherer
Gallico, Al
Gallatin Music Corp.
Gaviota Music Inc.
Gay, Evelyn Pub. Co.
Gaylord Music Co.
Gilbert Music Publishers
Glenwood Music Corp.
Globe Music Corp.
Gloria Music Co.
Goday Music Inc.
Gold Coast Pub. Co.
Golden Gate Quartet Music Co.
Golden Songs
Golden State Songs
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Goode Music, Inc.
Gordon Music Company
Granson, Jose, Music Co.
Granite Music Co.
Great Oaks Music
Green Music Publications
Guinand, Clinton
H. M. Banner Publications
Halama, Frank J., Publications
Halliburton Music
Halmac Company
Hamblen, Stuart, Music Co.
Hamilmeyer Music Publishing
Hanna & Co.
Har-Bock Music Co.
Harcourt, Brace & Co., Inc.
Harmony House
Harmony Music Publishers
Harris & Vavrin
Hartmann, Edward & Lynette
Hartmann & Van Horn
Harvard
Harvey Music
Harwall Music Publishers
Hawaii Conservatory Pub. Co.
Heartline Music Co.
Helport Music
Heim, Marty Music Co.
Hemispheric Publications
Highland Music Co.
Hill and Range Songs, Inc.
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hillside Music Publishers
Hilltown Music Inc.
Hinds, Hayden & Eldredge, Inc.
Hit Parade Publications
Hockenhull's Music Publications
Hoffman Songs
Holden, Alfred H.
Hollendon Music Co.
Hollis Music, Inc.
Hollywood House Music Publishing Co.
Holmes Publications
Hoosier Music Publications
Hopkins, Earle C.
House of Carols
House of Erin
House of Fortune
House of Irish Songs
Howard, Jack, Publications, Inc.
Imco Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Inman, Autry, Music Pub. Co.
Inspired Music Company
Inspirational Music Corp.
Instrumental Music Inc.
Inter-American Music Pub. Co.
Intermountain Specialty Sales
International Popular Music Co.
Iris Music Pub.
Iris-Trojan Music Corp.
J.A.Y. Music Company
Jaglea
Jackson Music Corporation
Jamboree Music
Jarman Publications, Ltd.
Jayco Music
Jay-Dee Music Corporation
Jean Music Company
Jill Music Co.
Jo-Ann Music Company
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Jones, J. Grayson, Music Co.
Joni Music Inc.
Joshua Corp.
Judson Music Co.
Kahl Music Co.
Kampas, William T.
Kaolene Corp.
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Keith Music Pub.
Keenote Music
Kelly Music Publications
Kelly-Stool
Kelton-Romm Music Company
Kendis, Sonny, Music Pub.
Kenneth Publishing Company
Kerr, Bob, Prod.
Kerr, Edward
Keyes, Baron, Pub.
Keystone Music Co.
Kingsbury Music, Inc.
Kinkade's Songs
Kit Music Company
Knight Publishing Co.
Knobloch, M. H.
Knotty Pine Music Pub.
Kolbert, Marguerite (Productions)
Kord Music Company
L. A. Songs
La Chapelle Music Publications
Lake Erie Music
Lance Music Pub.
Lana Music
Langley Music Co.
Lang-Worth Publications, Inc.
Latin American Publishing Corp.
Laura-Lea Music
Laurel Music Publishers, Inc.
Lawn Music
Lawrence, Johnny, Music
Leal, Felipe Valdes
Lee, Robert, Music Publishers, Inc.
Lee Music
Lennerts Music Publications
Leora Music
Liberty Music Publishers
Lind Music Company
Little Jazz Music Pub., Inc.
Lois Music Publishing Co.
Lomax, Carl, Music Publishing Company
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Los Feliz Music Co.
Love Music
Lowden, C. Harold
Lowell Music Corp.
Lowery Music Co.
Lubin, Jimmy, Music Publishers
Lucky Music Publishers
Ludlow Music, Inc.
Lutz Brothers Music Co., Inc.
Lydian Music Publishers
Lynbrook Music Inc.
Lynch, Edward J.
Lynn Music Corp.
M. and F. Music Publisher, The
M-E Melodies
Mac Angelo
Mack Music Company
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Magnet Music, Inc.
Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.

Majestic Music Company
Major Melodies
Major Minor Music
Malamar Music, Inc.
Manhattan Melodies Music Pub.
Marmor Music Inc.
Marvin Music Corp.
Mann Music Co.
Manning Music Company
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Marino Music Company
Mark-Lee Music Company
Marks, E. B. Music Corp.
Marsales, Frank
Martens, W. F., Music Co.
Maxted Music Co.
Master Music Publishers
Masters Music
Maywood Music Co.
McCall and Malin Publishing
McClellan Music Company
McClure, Ruth D.
McCune Music Company
McDonald Music Company, The
McGinty Music Publishing Co.
McClean, Gene, Music Co.
McMahon, Frank
Meadowbrook Music Publishing
Mellin Music, Inc.
Mellow Music Publishing Co.
Mellostone Music Co.
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Trails
Memphis Music Publishers, The
Mercer Music
Merian Music Inc.
Meridian Music Corp.
Merit Music, Inc.
Merit Music Publishing Co.
Merrick Music Co.
Merrymount Music Inc.
Merrywood Publishers
Metro Music
Metropolitan Music Company
Metropolitan Music Publishers
Michele Pub. Co.
Micor Publishing Company
Midland Music Company
Midwestern Publishers
Millbrook Music
Miller-Steinberg-Katz Music
Milliegene Music Publishing
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Modern Melo Melody Publ.
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Monmouth Publishing Company
Mono-Music
Monroe Music Company
Monroe, Bill, Music Inc.
Montauk Music
Montclare Music Corp.
Moon Ray Music Publishers
Moonlight Music
Morris Music Publications
Morrison Music Company
Morrissey Music Company
Morro Music Corp.
Morse, Dave, Studio Pub. Co.
Morton Music Corp.
Motton Music Co.
Motley Music Publishing Co.
Motor City Music Publishers
Mr. Music Co.
Murob Music Publishers
Music Art Publications
Music Box Melodies
Music City Copyrights
Music Enterprises
Music for Frets
Music For Young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musin, Ovid (E. B. Marks)
Muzik Masters Company
National Association For Blind Composers, Inc.
National Broadcasting Co., Inc.
National Music Corp.
Navajo Music, Inc.
Nelson, Overson Publications
New England Song Publishing
New Era Music Corporation
Newton, Al
Niksch, Donald E.
Nimisilla Music Company
Nolton, Frances Stuart
Normandy Music, Inc.
Northeastern Music Company
Northern Bell Music Pub. Co.
Noteworthy Music, Inc.
Nu-Tune Music Corporation
Nutter, Carl, Music Pub. Co.
Oakhurst Music Pub. Co.
Ohio Music Co.
Old Charter Pub. Co., Inc.
Old Town Records Corp.
Omnibus Music Co.
Oliver-Jacobs Music
Onyx Publishers
Opal Music Inc.
Optimist Songs Co.
Oree Music
Original Music Publishing Co.
Orpheum Music Corp.
Otis, Johnny, Music Co.
Out West Music Publisher, The
Pace Music Co.
Pacific Music Publications
Palladium Music Publishing Co.
Palomar Music Corp.
Pan-American Publications
Panhandle Music
Parade Music Company
Paradise Music Company
Paris, James B.
Parliament Music, Inc.
Pastor Music Co.
Paterson, James A.
Patmar Music Company, Inc.
Patricia Music
Paul Music
Paxson, Margaret O.
Peer International Corporation
Pemora Music Company, Inc.
Peskin Music Publishing Co.
Phoenix Music Corp.
Phono-Tunes Music Company
Piccadilly Music Corp.
Pitchpipe Music Co.
Pitts, P. S., Publications
Plamor Music Company
Pleasant Valley Music
Plumb, Neely Publishing Co.
Pollard Music
Pond, Frank, Music Company
Porgie Music Corporation
Powell, Wayne
Prelude Music Co. (E. B. Marks)
Premier Music Publishing
Pre-View Publications
Pritchett Publications
Professional Music, Inc.
Progressive Music Publishing
Pro Musica Publishing Co.
Prosser Music Publishing Co.
Proven Publications
Pulse Music
Pulse Publishing Corp.
Putman Publications
Quaker Music Company
Quality Music Company, Inc.
Quincy Music Publishers
R. S. Rose Publishing Co.
Radio & Video Music Publishing
Radio Music Publishers
Radon Music Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rainier Music Publishers
Raleigh Music Publishing Co.
Rancho Music
Rand Music Co.
Randolph, Al, Publications
Rayven Music Co., Inc.
Real Music Company
Reardon, Harry, Music Pub.
Record Music Publishing Co.
Recordo Music Publishers
Red River Songs
Redskin Publishing Co.
Redwood Music Co., Inc.
Reeny Rhythms
Regent Music Corp.
Reiner, Paul, Music Pub. Co.
Reis, Herb, Music Corp.
Remarque Music Publishing Co.
Republic Music Corporation
Rex Music Publishers
Rhodes, David W.
Rhythm Enterprises
Rhythms Of The West
Ricordi, G. & Co.
Ridgeway Music
Rinehart, Marion W., Music
Rinker, Charles, Music Pub.

Riverdale Music Co.
Rivervale Music, Inc.
Rockland Music Corp.
Rocky Hill Music Corp.
Rod Jon Music Company
Romance Music Publications
Romaunt Music Publications
Rondo Music
Rork, Ernest A., & Son
Rosarch Pub. Co.
Rosyln Music Company
Ross Music Co.
Roth, Howard H., & Co., Inc.
Roxy Music Corp.
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Ruby Music Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Rumbalero Music, Inc.
Rush Music Corp.
Russell Music Co.
S. B. G. Music Publishers
Sagebrush Music Pub. Co.
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Corp.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Schaeffer's, Peter, Music Corp.
Schirmer, E. C., Music Co.
Scholl Publishing Company
Scripter's
Seattle Music Publishing Co.
Seidel, Emil, Music Plb'g Co.
Selroy Music Pub. Co.
Sensational Music Pub. Co.
Sentinel Music Publications
Seven-Eleven Music Pub.
Shaw, Charlie, Publications
Shealy Music Pub. Co., Inc.
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Sheldon Music, Inc.
Sheridan Music Corp.
Sheraton Music Corp.
Shermack Company
Sherman Music Co.
Sherwood Music
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert Music Publisher
Signet Music Co.
Simon House, Inc.
Singer, Murray, Music Pub.
Skrivanek Music
Skyway Records & Music Pub.
Slate Enterprises, Inc.
Smith, Jerry, Publications
Smith Publications
Snyder, Fenton Publications
Society of Jewish Composers, Publishers and Songwriters
Song Ads Inc.
Song-Ranch Publications
Song Writers' Cooperative, Inc.
Sonorous Music Co., Inc.
Sophisticate Music, Inc.
Sound Music Pub. Co.
Spanish Music Center
Speed Pub. Co.
Spin Music
Spitzer Songs, Inc.
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stampede Pub. Co.
Stan-Host Melodies
Stark Music Printing Company
Starr Songs
Starrite Pub. Co.
Stavin Milt, Music Company
Steele, Ted, Publishing Co.
Stella Music Co., Inc.
Stern, Jos. W., & Co.
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stone Jack & Associates
Strand Press Music Publishers
Stratton, A. D., Music Co.
Stuart Music, Inc.
Studio Music Co.
Sudlik & Siegel
Sultan Associates
Sunbeam Music Corp.
Sundial Songs
Sunrise Music Company
Susquehanna Prod., Inc.
Sutton Music Company
Swansongs Publications
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Tamasa Music Co.
Tannen Music, Inc.
Taps Agency
Tarry-Town Music Co.
Temerity Music Inc.
Tennessee Music Corp.
Terrific Tunes
Terry Tune Studios
Thomas Cole Publishing Co.
Thornwood Music Pub. Co.
Tic-Toc Publishing Company
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Times Square Music Publishing
Tingor Music, Inc.
Tobby Music Publishers
Tono Record Co.
Topik Tunes
Trans Music Corp.
Trans-American Music Pub.
Trend Music
Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Tropical Song Counter
Tubb, Ernest, Music Inc.
Tune-Time Music
Tune Towne Tunes
Turnpike Music, Inc.
U. S. Music, Inc.
Ultra Music Company
Una Publishing Co.
Unger Music Publisher
Unique Music Publishers
Universal Music Sales
Uranus Music Company
Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valley-Hill Music Co.
Valley Publishers, Inc.
Valor Publications
Van Brunt Publishing Company
Van Russ Music
Vance Music Company
Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Velleca Publishing Company
Versailles Music Co., Inc.
Vesta Music Corp.
Vetter, Jack, Music Corp.
Vicca's Music Co.
Village Music Co.
Villanovia Music Co.
Vincent Music Co., Inc.
Vogue Music Corporation
Volunteer Music Sales Co.
Von Hallberg Music Company
W. F. A. Enterprises
Wade Franklin, Publications
Wallace Publishing Company
Ward & Sears Music, Inc.
Ward, Allan W., Music Pub.
Warner Studio
Warren Publications
Washington Music Bazaar
Webster Music Company
Weddington Music, Inc.
Weiss & Barry, Inc.
Wemar Music Corporation
Westbrook Publications
Whimsy, Ltd.
White, Elmore, Music
White Mountain Music
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Willet, Slim, Songs
Wilson Publishing Co.
Winchester Music Inc.
Winneton Music Corp.
Winthrop, G. & Company
Wise Music Publications
Wonder Music Pub. Co.
Wonderland Music Co., Inc.
Wood Song and Record Co.
Woodard, Harry, Music Pub.
Woodland Music Company
Woods Music Co.
Wortham Music Co.
Wrightman, Neale Publishers
Wyner Music Publishers

SESAC, INC.

By PAUL HEINECKE

President

☆

IN this, SESAC's 23rd year as the second oldest performance rights organization in the United States, I would like to tell you about its prowess and growth, not only as a firm offering a vast repertory of copyrighted musical and dramatic-musical works which are found on thousands of phonograph records, electrical transcriptions, transcribed programs and live shows, and as the producer of the top-flight SESAC Transcribed Library now in its 10th year, but also as an organization dedicated to serving the entire entertainment industry particularly fulfilling the program needs of radio and television broadcasters everywhere.

During the year, SESAC representatives, as in the past, attended and participated in State Broadcasters Meetings, NARTB District Meetings and the national convention of both the NARTB, the AWRT, and the CARTB. Further, the successfully inaugurated SESAC Speakers Bureau offered the services and talents of SESAC representatives. They have also participated as guest speakers at schools, colleges and State Broadcasters Meetings, and are continuing to do so.

A number of our new publisher affiliates have come to SESAC from other performance right licensing organizations. The repertory keeps growing; thousands of new copyrights add up to millions of additional performances for SESAC. That's why more AM, FM and TV stations call for SESAC music—the answer to the demand for the best music in America.

Supplementing and co-ordinating the efforts of the SESAC family of publishers, representatives, producers, salesmen and musicologists, is the monthly bulletin, SESAC MUSIC. During the thirteen years of our bulletin's existence, SESAC's Promotion and Editorial staffs have brought to the broadcasting industry, as well as to the producers of phonograph records, motion pictures, transcribed programs, and television shows, "program helps" and information concerning SESAC's 263 publishers' catalogs and their new works.

News of radio and television stations, and articles of interest and value written expressly for SESAC MUSIC by members of your own radio and television stations, are all included in the bulletin. I am delighted that SESAC MUSIC has an extensive and growing circulation, for just as SESAC music is heard wherever music of lasting value is played, so SESAC MUSIC is read wherever people are doing a top-notch job throughout the entertainment industry, public service organizations, educational and government institutions.

For me it is an honor and a privilege to work hand in hand with you, the leaders, in developing a vital segment of our national culture.

Accordion Music Publishing Co.
Adamus, A.
Adamus, Zenobuisz
Albright Music Company
Alford, Harry L.
Alkire, Eddie, Publications
Amsco Music Publishing Co.
Andrea Music Co., Inc.
Arct, M.
Arct Wydawnictwo Muzyczne
Ashmall, Wm. E., Company
Augsburg Publishing House
Avalon Music Publishing Co.
Aztec Music Company

Babwin Publications
Barnes, A. S., & Company, Inc.
Barnhouse, C. L., Company
Bartlett, E. M.
Barwicki, K. T.
Bass Co., The, Music Publishers
Bava's, John, Music
Beazley, Samuel W., & Son
Beirly, Alfred, Co.
Bendix Publishing Corp.
Benson, John T., Publishing Co.
Berge Music Co.
Blake, Whitney, Music Publishers
Braun, Hubert J.
Braun Music Co.
Braun Organization, The
Breuer, Harry
Broadcast Music Publishers
Broadman Press, The
Brumley, Albert E., and Sons
Bryant Music Company

Capitol Music Co.
Cardilli, M. V.
Catholic Music Co.
Central Music Co.
Century Music Publishing Co.
Cerruti, John M.
Chart Music Publishing House, Inc.
Choral Press
Church Music Co., The
Clayton, Norman J.
Clef Music Corp.
Coanacher, B.
Coleman, Robert H.
Coleman, Robert H., Publishing Co.
Composers Press, Inc., The
Concord Music Publishing Co., Inc.
Concordia Pub. House
Crawford, Percy B.
Cooper, W. Oliver
Craig, Ivy E.
Cummings, M. Homer
Czytelnik

Daniel, John, Quartet Song Pub.
Darom
Davis, Marion, Company, The
Dawson, William L.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro
Denison, T. S., & Company
Denson Trio Music Co.
Denson-Parris Music Co.
Di Bella, O., Music Co.

Edel, Yizchak
Edition Darom
Edition Gil-Ron
Edition Hazemer
Edition Jastrzab
Edition Olympia
Edition Pizmon
Edition Pro Arte
Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co., Inc.

Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
Fitzsimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music Co.

Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron
Goddard Publishing Corp.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America

Hall Music Co., The
Hall & McCreary Co.
Hanson, Eddy
Harmonia Publishing Co.
Harper & Brothers
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus. Pub.
Hazemer
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Iscam," Israel Society of Composers, Authors & Music Publishers

Jastrzab
Jeffress Music Company
Jewell, Fred, Music Co.

Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House, Inc.
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Inc.
Krone, Max and Beatrice
Kuthan, E.

Lillenas Publishing Co.
Littig, Frank, Music Publishing Co.
Liturgical Music Company
Liturgical Music Press, Inc.

Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.

Modern Music Library
Moniuszko Publishing Co.
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers

National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.

Olympia

Pace, Adger M.
Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W.
Pioneer Music Press
Pizmon
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princes Publications
Pro Art Publications
Pro Arte
"PWM," Polskie Wydawnictwo Muzyczne
"PWM," Polskie Wydawnictwo Wydawnictwo Polskich (Association of Polish Publishers)
Puritan Publishing Co.

Quartet Music Company
Quincke, Walter A.

Radio City Guitar Studio
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company, The
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.

Sacred Music Foundation, The
Sajewski, W. H., Music Publishing Co.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Sing Time Publishing Company
Singenberger, John
Singenberger, Otto
Singspiration Associates
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Smith, Wm. J., Music Co.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The

Target Music Co.
Tav-Rina
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.
Tuskegee Institute

Universum

Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.

Walls, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Z.
Wilensky, Moshe
Windsor Music Company
Winsett, R. E.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiazek Autorow, Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

Dual Operator Evaluates Impact of Television

By EDWARD LAMB
President
Edward Lamb Enterprises, Inc.

WE no longer talk about the future of television as "tremendous" or even "fantastic." We realize clearly enough that the video industry has now become almost national in scope and in the foreseeable future it may become globe encircling.

Although we accept the sound-sight medium as a part of our daily living pattern, we must not lose sight of certain elementary truths. Its use in politics, in education and in entertainment will increase and become much more effective.

For half a dozen years video has proven that it is the world's ideal way to demonstrate merchandise under almost perfect conditions before a mass audience. At the outset we learned to our surprise that regardless of the hour of the day or night we have a certain number of viewers in attendance. Now, through the test of trial and error, we have found certain times during the broadcast day much more suitable than others for the sale of certain products.

But as the number of stations and the broadcast hours increase, our viewing friends have become much more selective. I don't say that the largest number of viewers will turn to the best programs. Folks may not turn from a variety show to an opera, and they don't dial a worthwhile educational program in preference to watching the antics of an alleged comedian.

None of us are soothsayers and none there are who can outline the course of future commercial trends. As broadcasters we must, of course, perfect our own product. We can adopt efficiency, economy and good business practices.

There are many signs abroad of slackening retail activities. And yet, as many businesses become more competitive, there are reasons to believe that advertising media, at least those elements which are built solidly, may survive and even prosper.

We'd kid ourselves not to admit that there are going to be a lot of casualties among the TV broadcasters. Even now we see more frequently the "For Sale" signs appearing in the broker's portfolios. And the marginal operators will be counted among the dead ducks irrespective of the part of the broadcast spectrum they occupy.

We're trying in our operations to improve programming to the extent that each operation is much more closely wed to every phase of community life. We believe that additional competitors will be a good thing for us—if we have sense enough to broaden our base and make our media a more essential part of local affairs.

Again, we're trying to get and stay in sound financial condition. We're pouring every available dollar into improvement of property and personnel. Being too deeply in hock to the banks, or equipment suppliers, just as being over-staffed with needless labor, pointed the road to disaster when the last depression started.

Of course, the ownership of the second, the third or even the tenth radio or TV operation diversifies and strengthens each. Every businessman is conscious of the savings derived from multiple operation. There are some activities we can handle from a central office, like relationships with the networks and placement of advertising. Other experiments, like billing from the central office, just haven't turned out successfully.

As long as we keep a station keyed to local needs, and under aggressive leadership, we can see that each is a training ground providing expanded opportuninty for each employee.

Frequency Modulation Stations—FM

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IN OPERATION
AS OF
JANUARY 1, 1954

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ALPHABETICALLY
LISTED BY STATE—CITY

FM STATIONS IN OPERATION

As of Jan. 1, 1954

Call Letters City Licensee

ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service
WRFS-FM, Alexander City; Piedmont Service Corp.
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
WHMA-FM, Anniston; Anniston Bcstg. Co.
WAFM, Birmingham; The TV Corp.
WJLN, Birmingham; Johnston Bcstg. Co.
WSGN-FM, Birmingham; The Jemison Bcstg. Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJOI-FM, Florence; Florence Bcstg. Co., Inc.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
WKRG-FM, Mobile; Giddens & Rester
WCOV-FM, Montgomery; Capitol Bcstg. Co.
RHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.
WUOA, Tuscaloosa; Board of Trustees, U. of Ala.

ARIZONA

KTYL-FM, near Mesa; Harkins Bcstg., Inc.

ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury
KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
KFSA-FM, Ft. Smith; Southwestern Publishing Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Incorporated

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Company
KMAR, Bakersfield; Marmat Radio Co.
KPFA, Berkeley; Pacifica Foundation
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Company
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert P. Adams
KFWB-FM, Hollywood; Union Bcstg. Corp.
KHJ-FM, Hollywood; General Teleradio, Inc.
KFOX-FM, Long Beach; Nichols & Warinner, Inc.
KNOB, Long Beach; The Cerritos Bcstg. Co.
KCBH, Los Angeles; A. A. Crawford
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KNX-FM, Los Angeles; Columbia Bcstg. System
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KSRT, Los Angeles; School of Radio Arts
KUSC, Los Angeles; U. of Southern California
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KVME, Merced; Merced Bcstg. Co.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KXOA-FM, nr. Sacramento; Sacramento Bcstrs., Inc.
KLX-FM, Oakland; Tribune Building Company
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KVRE, nr. Redding; Golden Empire Bcstg. Co.
KPOR, Riverside; Broadcasting Corp. of America
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co.
KXOA-FM, Sacramento; Sacramento Bcstrs., Inc.
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KRON-FM, San Francisco; The Chronicle Publishing Co.
KXKX, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KVOE-FM, Santa Ana; The Voice of the Orange Empire
KCRW, Santa Monica; Santa Monica School Board
KDFC, Sausalito; Sundial Bcstg. Corp.
KGDM-FM, Stockton; E. F. Peffer

COLORADO

KFEL-FM, Denver; Eugene P. O'Fallon, Inc.
KLZ-FM, Denver; Aladdin Radio & Television, Inc.
KOA-FM, Denver; Metropolitan TV Co.
KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WDRC-FM, Hartford; The Connecticut Bcstg. Co.
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WBIB, New Haven; Connecticut Radio Foundation, Inc.
WNHC-FM, New Haven; The Elm City Bcstg. Corp.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co., Inc.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington, Capitol Bcstg. Co.

Call Letters	City	Licensee

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WIVY-FM, Jacksonville; Edward J. Oberle
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WTHS, Miami; Lindsey Hopkins Vocational School
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WAGA-FM, Atlanta; Storer Bcstg. Co.
WATL-FM, Atlanta; Atlanta Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WKEU-FM, Griffin; Radio Station WKEU
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WNEX-FM, Macon; Macon Broadcasting Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadcasting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.
WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau
WGOV-FM, Valdosta; WGOV, Inc.

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.
KHTL, Honolulu; Henry T. Lee

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
KRXK-FM, Rexburg; Snake River Radio & TV Co.
KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WAAF-FM, Chicago; Corn Belt Publishers, Inc.
WBBM-FM, Chicago; Columbia Bcstg. System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; Zenith Radio Corporation
WEHS, Chicago; WHFC, Inc.
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; WFMF, Incorporated
WFMT-FM, Chicago; Gale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WCHI, Chicago Heights; Chicago Heights Bcstg. Co.
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WEAW, Evanston; North Shore Bcstg. Co., Inc.
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Bcstg. Co.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WCVS-FM, Springfield; WCBS, Inc.
WTAX-FM, Springfield; WTAX, Inc.
WIUC-FM, Urbana; University of Illinois
WKID-FM, Urbana; Sterling Bcstg. Co.

INDIANA

WCSI-FM, Columbus; Syndicate Theatres, Inc.
WCNB-FM, Connersville; News-Examiner Company
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WJIZ, Hammond; South Shore Bcstg. Corp.
WFAM, near Lafayette; WFAM, Inc.
WINL, Lebanon; Lebanon Bcstg. Co.
WORX, Madison; Knight-Cutler System
WMRI, near Marion; Chronicle Publishing Co., Inc.
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc
WMUN, near Muncie; Tri-City Radio Corp.
WCTW, New Castle; The Courier-Times, Inc.
WSRK, Shelbyville; Shelbyville Radio, Inc.
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
WFML, Washington; Washington Radio, Inc.

IOWA

WOI-FM, Ames; Iowa State College
KFGQ-FM, Boone; Boone Biblical College
KCRK, Cedar Rapids; The Gazette Company
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KFMY, Fort Dodge; Northwest Bcstg. Co.

Call Letters	City	Licensee
KOKX-FM	Keokuk	Keokuk Bcstg. Co.
KGLO-FM	Mason City	Lee-Radio, Incorporated
KWPC-FM	Muscatine	Muscatine Bcstg. Co., Ltd.
KSCJ-FM	Sioux City	Perkins Brothers Co.
KAYL-FM	Storm Lake	Cornbelt Bcstg. Company
KXEL-FM	Waterloo	Josh Higgins Bcstg. Co.

KANSAS

KIND-FM	Independence	Central Bcstg. Inc.
KFH-FM	Wichita	Radio Station KFH Company

KENTUCKY

WCMI-FM	Ashland	Ashland Bctg. Company
WLBJ-FM	Bowling Green	Bowling Green Bcstg. Co.
WFUL-FM	Fulton	Ken-Tenn Bcstg. Corp.
WSON-FM	near Henderson	Henderson Bcstg. Co., Inc.
WHOP-FM	Hopkinsville	Hopkinsville Bcstg. Co., Inc.
WBKY	Lexington	University of Kentucky
WLAP-FM	Lexington	American Bcstg. Co.
WFMW-FM	Madisonville	Messenger Bcstg. Co., Inc.
WOMI-FM	Owensboro	Owensboro Bcstg. Company
WVJS-FM	Owensboro	Owensboro on the Air, Inc.
WKYC	Paducah	WKYB, Inc.
WPAD-FM	Paducah	Paducah Bcstg. Co., Inc.

LOUISIANA

KALB-FM	Alexandria	Alexandria Bcstg. Co., Inc.
WAFB-FM	Baton Rouge	Modern Bcstg. Co.
WBRL	Baton Rouge	Baton Rouge Bcstg. Co., Inc.
WLCS-FM	Baton Rouge	Air Waves, Inc.
KVOL-FM	Lafayette	Evangeline Bcstg. Co., Inc.
KMLB-FM	Monroe	Liner's Bcstg. Station, Inc.
WDSU-FM	New Orleans	WDSU Bcstg. Corp.
WRCM	New Orleans	Supreme Bcstg. Co., Inc.
KTBS-FM	Shreveport	KTBS, Inc.
KRMD-FM	Shreveport	Radio Station KRMD
KWKH-FM	Shreveport	International Bcstg. Corp.

MAINE

WGUY-FM	Bangor	Murray Carpenter
WCOU-FM	Lewiston	Twin City Bcstg. Co., Inc.

MARYLAND

WNAV-FM	Annapolis	The Capital Bcstg. Co.
WCAO-FM	Baltimore	The Monumental Radio Co.
WITH-FM	Baltimore	Maryland Bcstg. Company
WUST-FM	Bethesda	Bcst. Management, Inc.
WBUZ	Bradbury Heights	Chesapeake Bcstg. Co., Inc.
WCUM-FM	Cumberland	The Tower Realty Co.
WFMD-FM	Frederick	The Monocacy Bcstg. Co.
WJEJ-FM	Hagerstown	Hagerstown Bcstg. Co.
WESN	Salisbury	The Peninsula Bcstg. Co.

MASSACHUSETTS

WBZ-FM	Boston	Westinghouse Radio Stations, Inc.
WCOP-FM	Boston	WCOP Bcstg. Co.
WEEI-FM	Boston	Columbia Bcstg. System, Inc.
WHDH-FM	Boston	Matheson Radio Company, Inc.
WNAC-FM	Boston	General Teleradio, Inc.
WLAW-FM	Boston-Lawrence	Hildreth & Rogers Co.
WBET-FM	Brockton	Enterprise Publishing Co.
WXHR	Cambridge	Middlesex Bcstg. Corp.
WHAI-FM	Greenfield	John W. Haigis
WHYN-FM	Holyoke	Hampden-Hampshire Corp.
WLLH-FM	Lowell	Merrimac Bcstg. Co., Inc.
WLYN-FM	Lynn	Puritan Bcstg. Service, Inc.
WBSM-FM	New Bedford	Bay State Bcstg. Co.
WFMR	New Bedford	E. Anthony & Sons, Inc.
WBEC-FM	Pittsfield	Western Mass. Bcstg. Co.
WBZA-FM	Springfield	Westinghouse Radio Sta., Inc.
WMAS-FM	Springfield	WMAS, Inc.
WSPR-FM	Springfield	WSPR, Inc.
WJKO-FM	Springfield	Springfield Bcstg. Co.
WOCB-FM	West Yarmouth	E. Anthony & Sons, Inc.
WTAG-FM	Worcester	WTAG, Inc.

MICHIGAN

WUOM	Ann Arbor	Regents of University of Mich.
WBCM-FM	Bay City	Bay Broadcasting Co., Inc.
WHFB-FM	Benton Harbon	Palladium Publishing Co.
WTVB-FM	Coldwater	Twin Valley Bcstrs., Inc.
WKMH-FM	Dearborn	WKMH, Inc.
CKLW-FM	Detroit	Essex Bcstrs. Inc.
WBRI	Detroit	Booth Radio & TV Stations, Inc.
WDET-FM	Detroit	Wayne University
WDTR	Detroit	Bd. of Ed., City of Detroit
WJBK-FM	Detroit	Storer Bcstg. Co.
WJR-FM	Detroit	WJR, The Goodwill Station, Inc.
WWJ-FM	Detroit	The Evening News Association
WXYZ-FM	Detroit	WXYZ, Inc.
WKAR-FM	East Lansing	Michigan State College
WJEF-FM	Grand Rapids	Fetzer Bcstg. Co.
WLAV-FM	Grand Rapids	Versluis Radio & TV, Inc.
WMLN	Mt. Clements	Macomb Publishing Co.
WKBZ-FM	Muskegon	Ashbacker Radio Corp.
WLDM	Oak Park	Lincoln Bcstg. Company
WCAR-FM	Pontiac	WCAR, Inc.
WOMC	Royal Oak	Sparks Bcstg. Co.
WSAM-FM	Saginaw	Saginaw Bcstg. Co.
WSTR-FM	Sturgis	WSTR, Inc.

MINNESOTA

WEBC-FM	Duluth	Head of the Lakes Bcstg. Co.
KYSM-FM	Mankato	Southern Minn. Supply Co.
KTIS-FM	Minneapolis	Nw'n.-Theo. Sem. & Bible Trng. Sch.
WTCN-FM	Minneapolis	Minn. Television Pub. Serv. Corp.
KFAM-FM	St. Cloud	The Times Publishing Co.
WMIN-FM	St. Paul	WMIN Bcstg. Co.
KWNO-FM	Winona	Winona Radio Service

MISSISSIPPI

WGCM-FM	Gulfport	WGCM Bcstg. Company
WRFM	Hattiesburg	Forrest Bcstg. Co., Inc.
WJDX-FM	Jackson	Lamar Life Insurance Co.
WAPF-FM	McComb	Southwestern Bcstg. Co.

MISSOURI

KCHR	Charleston	South Missouri Bcstg. Co.
KFUO-FM	Clayton	Lutheran Church-Missouri Synod
KWOS-FM	Jefferson City	Capital Bcstg. Company
WMBH-FM	Joplin	Joplin Bcstg. Company
KCMO-FM	Kansas City	Meredith Engrg. Co.
KBOA-FM	near Kennett	Kennett Bcstg. Corp.

Call Letters	City	Licensee

KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.
KTTS-FM, Springfield; Independent Bcstg. Co.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
WTSV-FM, Claremont; Grandview, Inc.
WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
WOTW-FM, Nashua; Nashua Bcstg. Corp.

NEW JERSEY

WFMN, Alpine; Edwin H. Armstrong
WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WNJR-FM, Newark; North Jersey Radio, Inc.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WSOU, South Orange; Seton Hall College
WTOA, Trenton; Mercer Broadcasting Co.
WAWZ-FM, Zare Phath; Pillar of Fire Inc.

NEW YORK

WROW-FM, Albany; Hudson Valley Bcstg. Co., Inc.
WMBO-FM, Auburn; WMBO, Inc.
WRBS, Bay Shore; Great South Bay Bcstg. Co.
WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.
WNYE, Brooklyn; Bd. of Ed., City of New York
WRRE, Bristol Center; Northeast Radio Corp.
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Albertson
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co.
WVCV, Cherry Val. Twp.; Rural Radio Network, Inc.
WRRC, Cherry Valley; Northeast Radio Corp.
WCLI-FM, Corning; Radio Corning Inc.
WKRT-FM, Cortland; Radio Cortland, Inc.
WVCN, DeRuyter Twp.; Rural Radio Network, Inc.
WRRD, DeRuyter; Northeast Radio Corp.
WSHS, Floral Park; Bd. of Ed., Sewanhaka High School
WHLI-FM, Hempstead; FM Broadcasting Corp.
WWHG-FM, Hornell; The W. H. Greenhow Co.
WHCU-FM, Ithaca; Cornell University
WRRA, Ithaca; Northeast Radio Corp.
WJTN-FM, Jamestown; James Bcstg. Co., Inc.
WMSA-FM, Massena; The Brockway Company
WGNR-FM, New Rochelle; New Rochelle Bcstg. Serv., Inc.
WNRC-FM, New Rochelle; Radio New Rochelle Inc.
WBCA, New Scotland; Capitol Bcstg. Co., Inc.
WABC-FM, New York; American Bcstg. Co., Inc.
WABF, New York; Metropolitan Bcstg. & TV., Inc.
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEVD-FM, New York; Debs Memorial Fund, Inc.
WFUV, New York; Fordham University
WGHF, New York; WGHF, Inc.
WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
WMGM-FM, New York; Marcus Loew Booking Agency
WNBC-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. System
WOR-FM, New York; General Teleradio, Inc.
WQXR-FM, New York; Interstate Bcstg. Co., Inc.
WWRL-FM, New York; Long Island Bcstg. Corp.
WHLD-FM, Niagara Falls; Niagara Falls Gazette Pub. Co.
WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
WHDL-FM, Olean; WHDL Inc.
WALK-FM, Patchogue; Suffolk Bcstg. Corp.
WHVA, Poughkeepsie; Poughkeepsie Newspapers, Inc.
WRRH, Poughkeepsie; Northeast Radio Corp.
WHFM, Rochester; Stromberg-Carlson Company
WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
WBCA, Schenectady; Capitol Broadcasting Co., Inc.
WGFM, Schenectady; General Electric Company
WVBT, S. Bristol Twp.; Rural Radio Network, Inc.
WSYR-FM, Syracuse; Central New York Bcstg. Corp.
WEVR, Troy; Veterans Vocational School
WFLY, Troy; The Troy Record Company
WIBX-FM, Utica; WIBX, Inc.
WRUN-FM, Utica; Rome Sentinel Company
WWNY-FM, Watertown; The Brockway Company
WFNF, Wethersfield Twp.; Rural Radio Network, Inc.
WRRL, Wethersfield; Northeast Radio Corp.
WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
WLOS-FM, Asheville; Skyway Bcstg. Co.
WBBB-FM, Burlington Alamance Bcstg. Co., Inc.
WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.
WAYS-FM, Charlotte; Inter-City Advertising Co.
WSOC-FM, Charlotte; Radio Station WSOC, Inc.
WMIT, Clingman's Park; Mount Mitchell Bcstrs. Inc.
WDNC-FM, Durham; Durham Radio Corp.
WIFM-FM, Elkin; James B. Childress
WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.
WGNC-FM, Gastonia; Catherine T. McSwain
WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
WHNC-FM, Henderson; Henderson Radio Corp.
WNOS, High Point; The North State Bcstg. Co.
WHPE-FM, High Point; High Point Enterprise, Inc.
WMFR-FM, High Point; Radio Station WMFR, Inc.
WNOS-FM, High Point; North State Bcstg. Co.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
WFMB, nr. Mayodan; Mayo Bcstg. Corp.
WNAO-FM, Raleigh; Sir Walter Television Co.
WPTF-FM, Raleigh; WPTF Radio Company
WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Reidsville; The Reidsville Bcstg. Co., Inc.
WKFM, Roanoke Rapids; WCBT, Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WSNS, Sanford; Sanford Broadcasting Co.
WWGP-FM, Sanford; Sandhills Bcstg. Corp.
WOHS-FM, Shelby; Western Carolina Radio Corp.
WSIC-FM, Statesville; Statesville Bcstg. Co., Inc.
WCPS-FM, Tarboro; Coastal Plains Bcstg. Co., Inc.
WTNC-FM, nr. Thomasville; Thomasville Bcstg. Co.
WADE-FM, Wadesboro; R. P. Lyon & Son

Call Letters	City	Licensee

WMFD-FM, Wilmington; Richard Austin Dunlea
WAIR-FM, Winston-Salem; WAIR Broadcasting Co.
WSJS-FM, Winston-Salem; Piedmont Publishing Co.
WMIT, Yancey County; Mt. Mitchell Bcstrs., Inc.

OHIO

WAKR-FM, Akron; Summit Radio Corporation
WFAH-FM, Alliance; Review Publishing Company
WATG-FM, Ashland; Ashland Bcstg. Co.
WICA-FM, Ashtabula; WICA, Inc.
WOUI, Athens; Ohio University
WTRF-FM, Bellaire; Tri-City Broadcasting Co.
WHBC-FM, Canton; The Ohio Bcstg. Co.
WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.
WKRC-FM, Cincinnati; Radio Cincinnati, Inc.
WLWA, Cincinnati; Crosley Bcstg. Corp.
WERE-FM, Cleveland; Cleveland Bcstg. Co.
WGAR-FM, Cleveland; Peoples Bcstg. Corp.
WHK-FM, Cleveland; United Bcstg. Co.
WJW-FM, Cleveland; WJW, Inc.
WTAM-FM, Cleveland; National Bcstg. Co., Inc.
WSRS-FM, Cleveland Hts.; WSRS, Inc.
WCOL-FM, Columbus; Air Trails, Inc.
WELD, Columbus; RadiOhio, Inc.
WHKC-FM, Columbus; United Broadcasting Co.
WLWF, Columbus; Crosley Broadcasting Co.
WVKO-FM, Columbus; Sky Way Bcstg. Corp.
WHIO-FM, Dayton; Miami Valley Bcstg. Corp.
WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.
WFIN-FM, Findlay; The Findlay Publishing Co.
WFOB-FM, Fostoria; Seneca Radio Corp.
WFRO-FM, Fremont; Wolfe Bcstg. Corp.
WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.
WIMA-FM, Lima; Northwestern Ohio Bcstg. Corp.
WMRN-FM, Marion; Marion Bcstg. Co.
WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.
WCLT-FM, Newark; The Advocate Printing Co.
WPAY-FM, Portsmouth; The Scioto Bcstg. Co.
WSTV-FM, Steubenville; WSTV, Inc.
WSPD-FM, Toledo; Storer Bcstg. Co.
WTOL-FM, Toledo; Community Bcstg. Co.
WTRT, Toledo; Unity Corp., Inc.
WWST-FM, Wooster; Wooster Republican Ptg. Co.
WFMJ-FM, Youngstown; The WFMJ Bcstg. Co.
WKBN-FM, Youngstown; WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM, Muskogee; Eastern Okla. Bcstg. Co.
KSPI-FM, Stillwater; Stillwater Publishing Co.
KTUL-FM, Tulsa; Tulsa Bcstg. Co.

OREGON

KWIL-FM, Albany; Central Willamette Bcstg. Co.
KUGN-FM, Eugene; KUGN, Inc.
KGPO, Grants Pass; Southern Oregon Bcstg. Co.
KEX-FM, Portland; Westinghouse Bcstg. Co.
KGW-FM, Portland; Pioneer Bcstrs., Inc.
KOIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.
KPFM, Portland; Oregon Bcstrs., Ltd.
KPOJ-FM, Portland; KPOJ, Inc.

Call Letters	City	Licensee

PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.
WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.
WVAM-FM, Altoona; The General Bcstg. Corp.
WGPA-FM, Bethlehem; Bethlehems' Globe Pub. Co.
WBUT-FM, Butler; J. Patrick Beacom
WCHA-FM, Chambersburg; Chambersburg Bcstg. Co., Inc.
WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.
WEEX, near Easton; Easton Publishing Company
WEST-FM, Easton; Associated Bcstrs., Inc.
WERC-FM, Erie; Presque Isle Bcstg. Co.
WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc
WHP-FM, Harrisburg; WHP, Inc.
WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.
WARD-FM, Johnstown; Central Bcstg. Co., Inc.
WJAC-FM, Johnstown; WJAC, Incorporated
WGAL-FM, Lancaster; WGAL, Inc.
WLAN-FM, Lancaster; The Peoples Bcstg. Co.
WLBR-FM, Lebanon; Lebanon Bcstg. Co.
WLTN, Lewistown; Lewistown Bcstg. Co.
WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.
WMCK-FM, McKeesport; Mon-Yough Bcstg. Co.
WCAU-FM, Philadelphia; WCAU, Inc.
WFIL-FM, Philadelphia; Triangle Publications, Inc.
WFLN, Philadelphia; Franklin Bcstg. Corp.
WHAT-FM, Philadelphia; Independence Bcstg. Co.
WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.
WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.
WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.
KDKA-FM, Pittsburgh; Westinghouse Bcstg. Co., Inc.
WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House
WKJF, Pittsburgh; Mrs. A. J. R. Greer
WWSW-FM, Pittsburgh; WWSW, Inc.
WPAM-FM, Pottsville; Miners Bcstg. Service Inc.
WPPA-FM, Pottsville; Pottsville Bcstg.
WGBI-FM, Scranton; Scranton Broadcasters, Inc.
WEJL, Scranton; E. J. & Elizabeth Lynett
WPIC-FM, Sharon; Sharon Herald Bcstg. Co.
WKOK-FM, Sunbury; Sunbury Bcstg. Corp.
WRRN, Warren; Northern Allegheny Bcstg. Co.
WJPA-FM, Washington; Washington Bcstg. Co.
WBRE-FM, Wilkes-Barre; Louis G. Baltimore
WLYC-FM, Williamsport; Lycoming Bcstg. Co.
WRAK-FM, Williamsport; WRAK, Inc.
WNOW-FM, York; The Helm Coal Co. (Bcst. Div.)
WRZE, York; White Rose Broadcasting Co.

RHODE ISLAND

WPJB-FM, Providence; Providence Journal Co.
WPRO-FM, Providence; Cherry & Webb Bcstg. Co.
WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall
WCSC-FM, Charleston; WCSC, Inc.
WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.
WCOS-FM, Columbia; Radio Columbia
WIS-FM, Columbia; The Bcstg. Co. of the South
WDSC-FM, Dillon; Border Bcstg. Co.
WAKE-FM, Greenville; Piedmont Bcstg. Co.
WESC-FM, Greenville; Greenville Broadcasting Co.
WFBC-FM, Greenville; WMRC Inc.

Call Letters	City	Licensee

WCRS-FM, Greenwood; Grenco, Inc.
WORG, Orangeburg; WTND, Inc.
WRHI-FM, Rock Hill; York County Bcstg. Co.
WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.
WDXY, Spartanburg; The Spartan Radiocasting Co.
WSPA-FM, Spartanburg; The Bcstg. Co. of the South
WALD-FM, Walterboro; Walterboro Bcstg. Co.

SOUTH DAKOTA

KOZY, Rapid City; Black Hills Bcstg. Co. of Rapid City

TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.
WAPO-FM, Chattanooga; WAPO Bcstg. Serv. Inc.
WDOD-FM, Chattanooga; WDOD Bcstg. Co.
WAEW-FM, Crossville; WAEW Inc.
WHBT-FM, Harriman; Harriman Bcstg. Co.
WTJS-FM, Jackson; The Sun Publishing Co., Inc.
WJHL-FM, Johnson City; WJHL, Inc.
WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.
WBIR-FM, Knoxville; Radio Station WBIR, Inc.
WLIL-FM, Lenoir City; WLIL, Inc.
WMCF, Memphis; Memphis Publishing Company
WSOK-FM, Nashville; Nashville Bcstg. Co.

TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.
KRIC-FM, Beaumont; The Enterprise Co.
KCLE-FM, Cleburne; Marti, Inc.
KIXL-FM, Dallas; Variety Bcstg. Co., Inc.
KRLD-FM, Dallas; KRLD Radio Corporation
WRR-FM, Dallas; City of Dallas
KDNT-FM, Denton; Harwell V. Shepard
WBAP-FM, Fort Worth; Carter Publications, Inc.
KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.
KPRC-FM, Houston; The Houston Post Company
KTRH-FM, Houston; KTRH Bcstg. Co.
KXYZ-FM, Houston; Shamrock Bcstg. Co.
KLTI-FM, near Longview; Le Tourneau Radio Corp.
KRBA-FM, Lufkin; Darrell E. Yates
KISS, San Antonio; The Walmac Co.
KITE-FM, San Antonio; Radio KITE, Inc.
KONO-FM, San Antonio; Mission Bcstg. Co.
KTSA-FM, San Antonio; Sunshine Bcstg. Co.
KTEM-FM, Temple; Bell Broadcasting Co., Inc.
KCMC-FM, Texarkana; KCMC, Incorporated
KWFT-FM, Wichita Falls; Rowley-Brown Bcstg. Co.

UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.
KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah
KUTF, Salt Lake City; Utah Bcstg. & TV Co.

VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.
WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.
WBTM-FM, Danville; Piedmont Bcstg. Corp.
WEVA-FM, Emporia; Stone Bcstg. Corp.
WSVA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.
WLVA-FM, Lynchburg; Lynchburg Bcstg. Corp.
WWOD-FM, Lynchburg; Old Dominion Bcstg. Corp.
WMVA-FM, nr. Martinsville; Martinsville Bcstg. Co.
WGH-FM, Newport News; Hampton Roads Bcstg. Corp.
WRVC, Norfolk; Larus & Brother Co., Inc.
WTAR-FM, Norfolk; WTAR Radio Corporation
WCOD, Richmond; Havens & Martin, Inc.
WLEE-FM, Richmond; Lee Bcstg. Corp.
WRNL-FM, Richmond; Richmond Newspapers, Inc.
WRVB, Richmond; Larus & Brother Co., Inc.
WDBJ-FM, Roanoke; Times-World Corporation
WROV-FM, Roanoke; Radio Roanoke, Inc.
WSLS-FM, Roanoke; Shenandoah Life Stations, Inc.
WRFL, Winchester; Richard Field Lewis, Jr.

WASHINGTON

KALE-FM, Richland; KALE, Inc.
KING-FM, Seattle; KING Bcstg. Company
KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.
KISW, Seattle; Ellwood W. Lippincott
KOMO-FM, Seattle; Fisher's Blend Station, Inc.
KREM-FM, Spokane; Louis Wasmer
KTNT-FM, Tacoma; Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.
WGKV-FM, Charleston; Kanawha Valley Bcstg. Co.
WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.
WPDX-FM, Clarksburg; Clarksburg Bcstg. Corp.
WJPB, Fairmont; Fairmont Bcstg. Co.
WHTN-FM, Huntington; Greater Huntington Radio Corp.
WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever
WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.
WAJR-FM, Morgantown; West Virginia Radio Corp.
WOAY-FM, Oak Hill; Robert R. Thomas, Jr.
WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.
WKWK-FM, Wheeling; Community Bcstg., Inc.
WWVA-FM, Wheeling; Storer Bcstg. Co.

WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company
WCLO-FM, Janesville; Southern Wisc. Radio Inc.
WHA-FM, Madison; State of Wisc., State Radio Council
WIBA-FM, Madison; Badger Bcstg. Co.
WISC-FM, nr. Madison; Radio Wisconsin, Inc.
WMFM, Madison; Earl W. Fessler
WDLB-FM, Marshfield; Dairyland's Bcstg. Serv., Inc.
WLIN, Merrill; Alvin E. O'Konski
WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.
WISN-FM, Milwaukee; The Hearst Corp.
WWCF, Poynette; Wm. C. Forrest
WRJN-FM, Racine; Racine Bcstg. Corp.
WJMC-FM, Rice Lake; WJMC, Inc.
WHBL-FM, Sheboygan; WHBL, Inc.
WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

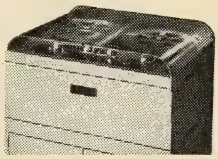
Have you seen and tried the newest PRESTO EQUIPMENT?

Here is a sampling of the complete Presto line of precision disc and tape recording and reproducing equipment specifically designed for ease of operation and professional results.

PRESTO PRECISION-ENGINEERED "UNITIZED" TAPE RECORDER RC-11

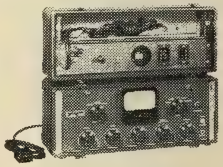
Presto's revolutionary RC-11 has self-contained capstan drive with dual-speed motor plus two torque motors. Tape speed of 7½" and 15" per sec. with complete push-button operation. Takes reels up to 10½".

PRESTO RELIABLE LONG-PLAYING TAPE REPRODUCER PB-17



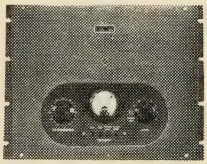
Automatically reversible for continuous playback of background music. Frequency response uniform from 50 – 8,000 cps (± 2 db.) Tape speed 3¾" per sec. Reels up to 14" dia. (4,800' of tape) with dual track. Mechanism will re-cycle or stop after 8-hours of play.

PRESTO PRECISION FIELD TAPE AMPLIFIER 900 A-3

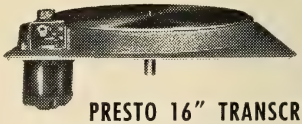


High quality amplifier to match Presto's RC-7 and RC-11 tape recorders. Separate power supply eliminates noise. Three microphone input, low distortion. 900-A-1 amplifier identical except for single input transformer.

PRESTO 92-B RECORDING AMPLIFIER FOR VERTICAL RACK MOUNTING



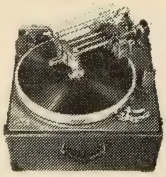
Has low internal output impedance and high degree of feed-back and its response is virtually unaffected by changes in load. Holds distortion to minimum. 60-watt output ample for transient peaks. Push-button selector for recording characteristics.



PRESTO 16" TRANSCRIPTION TURNTABLE 10-B FOR RADIO STATIONS AND RECORDING STUDIOS

An improvement on the long popular model 10-A. Operates at 33⅓, 78 rpm and 45 rpm. With its 3-speed mechanism, the Presto 10-B is an extremely accurate rim-driven table. Available as chassis only or in console cabinet.

PRESTO PORTABLE, HIGHLY ACCURATE PROFESSIONAL-TYPE RECORDER 6-N



A fine, high-quality recorder for portable or stationary operation. Especially designed for professional use. Presto 1-D cutting head supplied. Precision overhead mechanism including spiraling feedscrew. May be equipped for microgroove recording at extra cost.

PRESTO
RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren St., New York 7, N. Y.

Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Equipment

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RADIO-TELEVISION
EQUIPMENT
MANUFACTURERS

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RETMA PERSONNEL
AND COMMITTEES

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CONSULTING
ENGINEERS

A LIST OF IMPORTANT RADIO, TELEVISION AND FM

EQUIPMENT FIRMS

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Admiral Corporation

3800 W. Cortland St., Chicago 47, Ill.
Phone: Spaulding 2-0100
N. Y. Phone: PLaza 7-7500

Pres., Chairman.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Appliance Div..Lee H. D. Baker
Vice-Pres., Sales.....Wallace C. Johnson
Vice-Pres., Purchasing.....Frank J. Kazda
Vice-Pres., Prod.....Cy S. Rossate
Treasurer .....Lynn C. Park
Secretary .....George E. Driscoll
Vice-Pres., Gen. Counsel.....F. H. Uriell
Vice-Pres., Adv. Dir.....Seymour Mintz
Public Relations Dir.....Martin Sheridan

PRODUCTS: Television receivers, television consoles and combinations, table radios, clock radios, portable radios, radio-phonographs.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: ORchard 1-2000

Radio Sales Mgr.....D. S. W. Kelly

PRODUCTS: Fixed composition resistors, variable composition resistors, ceramic capacitors, ferrite parts.

Allied Radio Corp.

100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

Industrial and Sales Mgr.....Leo Brook

PRODUCTS: Distributors of radio, TV, and industrial electronics parts and equipment including broadcast station tubes, parts, and supplies.

Altec Lansing Corp.

9356 Santa Monica Blvd., Beverly Hills, Calif.
Phone: CRestview 5-5101

161 Sixth Ave., New York 13, N. Y.
Phone ALgonquin 5-3636

Vice-President.....A. A. Ward
Prod. Sales Mgr.....S. H. Morris

PRODUCTS: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios, AM and FM.

Amperex Electronic Corp.

230 Duffy Ave., Hicksville, N. Y.
Phone: Hicksville 3-6200

Pres. & Sales Manager.....Sam Norris
Dir. of Engineering.....Simeon Weston
Advertising Mgr.....M. D. Smoller

PRODUCTS: Tubes: Transmitting, Power, Vacuum Condensers, Rectifiers.

Ampex Electric Corp.

934 Charter St., Redwood City, Calif.
Phone: MUrray Hill 4-4437

Chmn. of Board.....T. Kevin Mallen
President.....A. M. Poniatoff
V.P.-Gen. Mgr.....George I. Long
Secretary.....C. E. McSharry
Gen. Sales Mgr.....Harrison Johnston
Comptroller.....Thomas L. Taggart

PRODUCTS: Magnetic Tape Recorders, Tape Film Synchronizing Equipment, Mixers, Stereophonic Sound Equipment.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

Amy, Aceves & King, Inc.

11 W. 42nd St., New York 36, N. Y.
Phone: LOngacre 5-6622

President .....Ernest V. Amy
V.P.-Treas., Pur. Agt.....Frank King
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.
Phone: STillwell 4-5411

President.....Frank A. D. Andrea
Sales Manager.....Lynn Eaton
Gen. Sec. & Chief
Engineer.....H. J. Heindel
Service Mgr.....Joseph Haug
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Masvidal

PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andrew Corporation

363 East 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400
N. Y. Phone: RIdgewood 6-9181

Sales Manager.....Robert P. Lamons

PRODUCTS: Coaxial transmission line for TV-FM-AM, FM antennas, (special) TV antennas, antenna phasing and tuning equipment, monitoring equipment (AM), microwave link antennas and cable, VHF equipment.

Audak Company
500 Fifth Ave., New York 18, N. Y.
Phone: LA 4-3723-3724
President .....Maximilian Weil
Vice-President.....Geo. V. Sullivan
Advertising .....Hart Lehman
Purchasing Agent.....J. C. Parvey
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President.....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audio-film).

Audio Masters Corp.
17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.
730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091
President.....Charles E. Rynd
Vice-Pres. Sales.....Robert D. Winston
Vice-Pres. Engineering.....T. J. Merson
Vice-Pres., Treasurer.....R. S. Rynd
Secretary .....Joseph Connolly
PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items manufactured by: Altec Lansing, Ampex, Cinema Engineering Co., Electro-Voice, Fairchild, MacIntosh, Presto, Pickering, Rek-O-Kut, Tapak, Scotch.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
President.....John F. Beasley
Vice-President.....Marvin W. Kyger
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company
7100 McCormick Road, Chicago 45, Ill.
Phone: AM 2-1600
Sales Manager.....George L. Oakley
PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)
East Joppa Road, Towson 4, Md.
Phone: VA 3-2200
General Manager.....E. K. Foster
Asst. Gen. Mgr.....A. E. Welch
Merchandise Mgr.....C. J. Hassard
Adv. & Sales Prom. Mgr.....H. S. Sacks
Credit Manager.....H. F. B. Kerr
Chief Engineer.....J. M. Miller, Jr.
Service Manager.....W. P. Muller
PRODUCTS: 17", 21", 24" and 27" TV receivers, both table models and console AM and FM Console radios.

Blaw-Knox Equipment Div.
Blaw-Knox, Pa.
Phone: STerling 1-2700
405 Lexington Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0661
Sales Mgr., Tower Dept.....A. H. Jackson
Manager, N. Y. Office.....W. F. Simmons
PRODUCTS: Self-support and guide towers.

The William Brand & Co., Inc.
North and Valley Sts., Willimantic, Conn.
Phone: Willimantic 3-1661
Manager.....R. H. Robinson
Chicago Office, 1313 W. Randolph St.
Phone: SEeley 8-0345
PRODUCTS: Insulating materials.

William W. L. Burnett Radio Lab.
4814 Idaho St., San Diego 16, Calif.
Phone: Talbot 4943
Owner-Chief Eng.....William W. L. Burnett
PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 Kc. to 500 mcs. covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353
President.....Robert G. Metzner
PRODUCTS: Portable transcription players, high fidelity magnetic tape recorders.

Cambridge Thermionic Corp.
445 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
Crystal Engineer..... ..Clarence Cheyney
PRODUCTS: Frequency check service.

Canadian Marconi Co.
2442 Trenton Ave., Montreal 6, Que., Can.
Phone: Atlantic 9441
Sales Supervisor.....J. H. Martin
PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Carrier Corporation

300 S. Geddes St., Syracuse 1, N. Y.
Phone: Syracuse .76-9911
385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000

Manager, Syracuse.....C. V. Fenn
Manager, New York.....H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia

3400 47th Ave., Long Island City, N. Y.
Phone: EXeter 2-3000

President.....Seymour Mintz
Vice-Pres. .....Louis Hausman
V.P. Chg. of Engr.....Anthony Wright
V.P. Chg. of Purchases....Mario A. Gardner
V.P. Chg. of Sales.....Harry Schechter

PRODUCTS: TV and radio receivers.

CBS Laboratories Division

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

President.....Dr. Peter C. Goldmark
Vice-Pres.....John W. Christensen

SERVICES: Engineering research and development.

Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.
Phone: 3-0310

President.....J. G. Best
Exec. Vice-President.....B. S. Turner
V. P. & Gen. Sales Mgr.....W. A. Nicely
Secy.-Treas.....J. Mayo Lenz
Chief Engineer.....W. H. Budd
General Superintendent.....G. M. Cooper

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Century Lighting, Inc.

521-525 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

President .....Edward Kook
Exec. Vice-Pres.....Saul Levy
Secy.-Treas. .....Donald Levy
Asst. to Pres.....James Fedigan
Production Engr.....F. M. Wolff

PRODUCTS: Spotlights, scoops, slimline, striplights, projection machines and slides, connector batten borders, barn doors, funnels, diffusers, elliptical spotlights, gobos, light lifts, remote control spotlights and C-lectors, electronic switchboards, manual mike booms.

Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.
Phone: 3-0281
N. Y. Phone: LOngacre 4-3930-1-2-3

President.....Arthur A. Collins
Exec. V. P. (New York).....W. J. Barkley
Vice-Pres., Gen. Mgr.....R. S. Gates
V.P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer.....S. J. Storm

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

Continental Electronics Mfg. Co.

4212 Buckner Blvd., Dallas 7, Texas
Phone: EVergreen 1137

General Manager.....W. M. Witty

PRODUCTS: AM transmitters and associated apparatus.

Corning Glass Works

Corning, New York

President.....W. C. Decker
V.P. & Controller.....George D. Macbeth
V.P. & Secretary..... ...William H. Curtiss
V.P. & Treasurer..... ..Chas. D. LaFollette
Vice-President.....Harry M. Hosier
Vice-President.....Jesse T. Littleton
Vice-President.....William C. Taylor
Asst. Secretary.....Wm. W. Sinclaire
Asst. Secretary.....Frederick H. Knight
Asst. Treasurer.....C. H. Kruidenier
Mgr. Elec. Products Div.....J. L. Hanigan
Mfg. Mgr. Elec. Products Div....N. J. Vang
Sales Mgr. Electronic Sales Dept.
J. S. Muller
Purchasing Agent.....F. S. Conable
Dir. Public Relations.....Harlan Logan

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators.

Cornish Wire Co., Inc.

50 Church St., New York, N. Y.
Phone: BArclay 7-5140

President .....John Cook
Treasurer.....J. C. Stagg

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets, wiring harnesses.

Crosley Radio & Television, Avco Mfg. Co.

1329 Arlington St., Cincinnati 25, Ohio
Phone: Kirby 6600
New York Phone: MUrray Hill 3-0202

Vice-Pres., Radio & TV.....L. F. Cramer
Gen. Works Mgr.....W. H. Graham
Gen. Controller.....W. A. Smith
Purchasing Agent.....A. J. Berax
Dir. Ind. Relations.....H. C. Tipping
Dir. Pub. Relations.....C. L. Lewis
Dir. Engineering, Radio & TV...H. A. Bass
Dir. Research.....R. H. Maner
Western Sales Mgr., Radio & TV
D. F. Miersch
Eastern Sls. Mgr., Radio & TV..J. M. Farrell
Adv. Mgr. Radio & TV.....Fred Gregg

PRODUCTS: Television, radio and phono-combinations, AM-FM models.

Avco of Canada, Ltd.

Crosley Radio & Television Division
121 McCormack Street
Toronto 9, Ontario, Canada
Phone: Lindhust 1186

Vice-Pres. & Gen. Mgr.....Ivor M. Leslie
Gen. Sales Mgr.....Alex Peters
Asst. Secy. & Treas.....J. M. Reynolds
Work Manager.....A. J. Roper
Purchasing Agent..... .....F. B. Martin
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittal
Products Manager.....H. G. Fisher

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Crouse-Hinds Co.

Syracuse 1, N. Y.
Phone: 74-1011
11 Park Pl., New York 7, N. Y.
Phone: COrtland 7-0750

Vice-President.....A. H. Clarke
Manager, New York.....C. H. Gurney

PRODUCTS: Aircraft obstruction lighting equipment for towers; flashing beacons, obstruction marker lights, flashing switches, photoelectric controls.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400
for all divisions

President.....Allen B. Du Mont
Vice-President.....Stanley F. Patten
Gen. Asst. to Pres.....Keeton Arnett
Vice-Pres. Marketing.....W. H. Kelley
Dir. of Oper., TV Receiv. & Cathode-ray Tube Div.....Irving G. Rosenberg
Dir. of Oper., Trans. & Instru. Div.....C. E. Williams
Dir. and Gen. Mgr., Du Mont Televis. Netwk..Chris J. Witting
Controller..... .....B. L. Graham
Indus. Relat. Dir.....Harry Housten
Gen. Supt.....Bruce Du Mont
Pub. Rel. Mgr.....J. H. Ruiter

Teleset Division
35 Market St., E. Paterson, N. J.

Dir. of Operations....Irving G. Rosenberg
General Sales Mgr.....Dan D. Halpin
Receiv. Mfg. Div. Mgr.....Paul Eshelman
Produc. Control Mgr.....H. A. Whitehead
Chief Engineer.....R. T. Cavanaugh
Purchasing Agent.....William Paton

PRODUCTS: TV receivers, yokes, transformers, timers, coils, other parts, and government electronic equipment.

Cathode-ray Tube Division
750 Bloomfield Ave., Clifton, N. J.

Chief Engineer.....K. Hoagland
Gen. Sales Mgr.....William C. Scales
Purchasing Agent.....A. R. Dutcher
Mfg. Mgr.....Wm. Carlin

TV Receivers, Industrial and Special Purpose Cathode-ray Tubes

Transmitter Division
1500 Main Ave., Clifton, N. J.

Division Manager.....H. E. Taylor, Jr.
Asst. Division Mgr.....R. E. Kessler
Engineering Manager.....G. S .Gregory
Sales Manager.....J. B. Tharpe
Advertising Mgr.....Frank Newman
Sub Division Mgr.....C. E. Greenwood
Purchasing Agent..... .L. A. Fuller

Television transmitters, Cameras, Studio Equipment, Field and Remote Equipment, Government Electronic Equipment

Instrument Division
760 Bloomfield Ave., Clifton, N. J.

Division Manager.....Rudolf Feldt
Asst. Division Mgr.....Dr. P. S. Christaldi
Engineering Manager.....G. R. Mezger
Sales Manager.....E. G. Nichols
Purchasing Agent.....C. Paul Martin
Manufacturing Mgr..... ....Robert Svozil

Design and manufacture of Cathode-ray Oscillographic and Associated equipment; Oscillographic recording and government electronic equipment

Research Division
2 Main Ave., Passaic, N. J.

Dir. of Research.....T. T. Goldsmith, Jr.
Dir. of Circuit Res.....R. T. Cavanagh
Mgr., Patent Department.....R. G. Pelton

Government Contracts, Negotiations and Bid Division
750 Bloomfield Ave., Clifton, N. J.

Director.....C. E. Williams
Manager .....H. B. Graham
Sales Manager..... ....Zeus Soucek

International Division
Empire State Bldg., 350 Fifth Ave.
New York. N. Y.
Phone: MUrray Hill 8-2600

Director.....Ernest A. Marx

PRODUCTS: Du Mont Television Receivers, Du Mont Imputuners and Sensituners, Television Component Parts, Cathode-ray Tubes for Television Reecivers and Industrial Use, Complete Television Transmitting Equipment including Control and metering accessories, camera chains, film pick-up chains, mixing desks, sync generators, and studio control consoles. Cathode-ray Oscillographs for Television and Radio Testing, and general industrial use.

Ectro, Inc.

425 S. Sandusky St., Delaware, Ohio
Phone: 3-1201

President.....R. Stahl
Secy.-Treas.....George H. Beall
Comptroller.....A. F. Deres

PRODUCTS: Portable tape recorder, battery operated.

Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia, Pa.
Phone: DAvenport 4-7000

President.....James L. Hawley

President .....Bernard Offerman
Secretary-Treasurer.....Jules Sussman
Vice-President.....Joseph M. Vananzi
Chief Engineer.....E. E. Ritter
Purchasing Agent.....A. H. Hankinson

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical) true shields, metal stampings, rack and panel connectors, battery plugs and connectors.

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.
Phone: 3-9846

President.....Stanley Bernstein

PRODUCTS: Erect towers, microwave systems.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
Chicago Phone: SUperior 7-7572

President.....William H. Burgess
Sales Mgr. (Shavex Div.)..Wm. F. Edwards
Div. Mgr., TV.....L. G. Burgess
Div. Mgr., Contracts.....D. A. Marcus

PRODUCTS: Electronic Equipment-Contract Division: Sensitomiter and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres., Chief Eng.....Henry S. Bamford
Vice-President.....Theo. T. Toole
Purchasing Agent.....John J. Wajcik
Sales Manager.....Robert F. Brunner
Treasurer.....M. H. McCloskey
Secretary.....J. D. Pannell
Chief Acct.....D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President .....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P. Works Manager.....E. J. Kelly
V.P. Chg. of Sales.....S. W. Gross
Controller .....A. Vogel
V.P. Dir. of Engineering...R. T. Capodanno
Distribution Manager.....Joseph Kattan
Sales Promotion Mgr.....Albert Leon
Export Manager.....Joseph Kattan
Personnel Manager.....P. R. Certo
Parts Sales-Service Mgr.....Floyd Makstein

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 East 72nd St., New York 21, N. Y.
Phone: TRafalgar 9-7000

Pres. & Treas.....Nathan Pinsley
Vice-Pres. & Secy.....Sol Pinsley
Vice-Pres. Eng.....Sam Sack
Sales Manager.....Bert Kohl

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

Fairchild Recording Equipment Corp.

154th St. & 7th Ave., Whitestone, N. Y.
Phone: INdependence 3-2100

President.....Sherman M. Fairchild
Exec. Vice-Pres.....Ray F. Crews
Mgr. Sales & Adv.....J. H. Quinn

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects.

Federal Telephone and Radio Corp.

100 Kingsland Road, Clifton, New Jersey
Phone: NUtley 2-3600

President.....Raymond S. Perry
Vice-Presidents.....W. P. Maginnis, T. M. Douglas, S. J. Powers, G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levet
Treasurer.....W. E. Ogilvie
Dir. of Vacuum Tube & Selenium-Intelin Dept.....S. J. Powers
Gen. Sales Mgr.....J. A. Frabutt
Advertising Mgr.....Crump Smith

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

The Gabriel Co. Workshop Assoc. Div.

Endicott St., Norwood, Mass.
Phone: Norwood 7-3300

General Manager.....T. F. O'Donnell
General Sales Mgr.....W. P. Short
Comm. Sales Mgr.....C. R. Lane
Govt. Sales Manager.....W. L. Page
Plant Manager.....J. Van Epps

PRODUCTS: UHF-TV Transmitting Antenna and Related Components.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202

N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Dir. of Engr.....J. Colvin
Chief Engineer.....F. W. Wentura
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

General Electric Co.

Electronics Park, Syracuse 1, N. Y.
Phone: 76-4411

General Manager P. L. Chamberlain

Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-3915

Manager.....G. E. Webster

3460 Wilshire Blvd., Los Angeles, Calif.
Phone: DUnkirk 5-2391

Manager.....F. R. Walker

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 1-1311

Manager.....C. J. Simon

4227 Lindell Blvd., St. Louis 8, Mo.
Phone: Lucas 8873

Manager.....W. R. Chapin

235 Montgomery St., San Francisco 6, Calif.
Phone: DOuglas 2-3740

Manager.....C. T. Haist, Jr.

777 14th St., N.W., Washington 5, D. C.
Phone: EXecutive 3-3600

Manager.....J. H. Painter

PRODUCTS: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards, cable, microphone and audio; speakers.

The General Industries Co.

Olive and Taylor Sts., Elyria, Ohio
Phone: 2235

President.....Allan W. Writzsche
V.-P.-Sales Mgr., Motor Div.....H. E. Moon
Sales Mgr., Plastic Div....James M. Callihan
Purchasing Agent.....Clete Heidrich
Treasurer.....C. F. Russert
Chief Eng. Motor Div....Howard Shumaker
Chief Eng. Plastic Div.....Russell Smith

PRODUCTS: Electric Phonograph motors, Smooth power motors, Disc Recording assemblies, Tape Recording assemblies.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of the Board....A. Blumenkrantz
President.....M. Cohen
Treasurer.....A. Konecny, Jr.
Sales Manager.....E. A. Freed
Asst. Chief Engineer.....R. R. Stubbe
Credit Manager.....W. A. Anderson
Export Agents.....Ad. Auriema, Inc.

PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Laminated Products, Inc.

2857 South Halsted St., Chicago 8, Ill.
Phone: VIctory 2-0707

President.....Morris Perlman
Chief Engineer.....Dr. Einar Hedin
Purchasing Agent.....Arthur Kossnar
Eastern Sales Mgr.....R. M. Perlman

PRODUCTS: Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President.....H. G. Place
V.-P., Gen. Mgr.....J. W. Murray
V.-P., Managing Dir.....R. L. Garman
Vice-President.....Blair Foulds
Chief Engineer.....F. N. Gillette
Gov't Contract Rep.....W. Cooper

PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn Generators, Video Recorders and Transmitters; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

N. Y. Phone: WOrth 2-5837

Chairman of Board.....H. B. Richmond
President.....E. H. Locke

Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Sales Manager.....M. T. Smith
Export Manager.....S. W. DeBlois
Chief Engineer..... .....D. B. Sinclair
Publicity Manager.....C. E. Worthen
Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000

President .....W. E. Henges
Vice-President.....G. F. Hessler
General Communications
Sales Mgr.....J. W. La Marque
Mgr., Electronic Sales.....G. I. Jones

PRODUCTS: Amplifiers, antenna equipment, attenators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300

President.....Wm. J. Halligan

PRODUCTS: TV receivers, short-wave "Ham" transmitters, and receivers, portable radios, FM/AM radios, two-way radio-telephone equipment.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300

President.....Lloyd A. Hammarlund
Treasurer .....Joseph Lush
Sec. & Comptroller.....Edward A. Wittmer
Production Mgr.....Hugh A. McCloskey
Sales Manager.....Robert B. Moon
Chief Engineer.....S. H. Van Wambeck
Advertising Manager.....Dale Samuelson
Personnel Director.....George Guelich
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers, variable capacitators, remote supervisory controls, diversity receivers.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

President.....George K. Haydu
Vice-Pres. and Secy.....Zoltan Haydu
Chief Engineer.....Ben Artau
Sales Engineer.....Arthur Shesser
Purchasing Agent.....Vincent Perrucci

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery. Precision machine parts and wire and forming parts.

Hazeltine Electronics Corp.

58-25 Little Neck Pkway., Little Neck, L. I., N. Y.
Phone: FLushing 7-8700

President .....F. Robinson
Exec. Vice-President.....J. B. Dow
V.P. in Chg. of Engrng.....O. M. Dunning
V.P. in Chg. of Mfr.....J. Willenbecher
Director of Procurement.....M. E. Bahr
Manager Sales.....F. Mansur

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
Phone: ROckwell 9-1104

60 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-1550

President.....M. S. Phillips
Manager, New York.....H. J. Geist

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, junction boxes, lamp failure indicators and complete tower lighting kits.

Hytron Radio & Electronics Corp.

(*Division of CBS, Inc.*)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360

N. Y. Phone: MArket 3-5832

Manager.....John Q. Adams

PRODUCTS: Receiving and electronic tubes; special purpose tubes, germanium diodes, TV picture tubes.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 2-5601

President.....R. F. Smith
V.-P. Manufacturing.....J. H. Bouwmeester
V.P. Engineering.....C. A. Maynard
Treasurer.....A. J. Astrologes
Sales Manager.....I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

Insuline Corp. of America

3602 35th Ave., Long Island City 1, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector

V.-P., Gen. Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent .....F. Henneke
Industrial Sales Mgr.....I. Romm
Chief Engineer.....J. Donato
Purchasing Agent.....H. Weston
Production Chief.....J. Brush

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; beads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; clip, brass spring; code set, triplex; coils, coil forms; condensers; cords, double phone; cords, resistor; couplers, flexible; cushions, ear; cutters, replacement; cutting tools; dial markers; dial plates; displays; drill, replacement; eyelets; equalizing condensers; FM Antennas; fuse mountings; fuse retainers; grid caps; grid cap shield; grommets, rubber; hardware, radio; headphones; insulators; jacks; jacks, microphone; jacks, shielded; jacks, tip; jacks, transmitting; jars, glass; knobs; lugs, soldering; lugs, spade; lugs, terminal; meter cabinets; Morse code records; mountings, fuse; name plates; Neutralizing tools; noise eliminators; nuts; oscillators; panels, aluminum, bakelite, Masonite, metal, meter, racks; panel bearings; phone cords; phones, ear; phone plugs; phone tips; plates, bottom; plugs; punches; recks, brackets, chassis; radio panels; record player switch; reducers; resistor cords; riveting punch set; rivets, rods; screw drivers, insulated; screws; shearing punch; shields; shields, grid cap; sockets; soldering irons; soldering iron elements; spaghetti, flexible; spacers, bushings; spade lugs; speaker cabinets; steel cabinets; strips, terminal; suppressors, auto radio; switches; television, accessories; antennas, tools; terminal lugs; terminal strips; test leads; test lead wire; test prods; test tools; tools; tools, neutralizing; trans. coil mountings; transmitting tube caps; tube shields; tubing; washers; window pole antenna; wire, test lead; wrenches, wrench sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367

President.....Paul F. Jackson
Vice-President.....Myron Fulkerson
Secretary.....J. E. Beery
Purchasing Agent.....R. C. Groves
Credit Manager.....J. E. Beery
Production Superintendent.....Carl Wack

PRODUCTS: Oscillograph, receiving tube testers, CR tube testers, sweep generators, audio oscillators and condenser testers, vacuum tube volt meters, TV signal generators.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MAnsfield 6-7161
N. Y. Phone: BArclay 7-8972

Pres., Chair. of Board.....J. M. Bennan
Exec. Vice-President.....E. J. Bennan
Vice-Pres., Engineering.....L. Mauerer
Treasurer.....W. S. Minter
Secretary.....V. E. Lee
Sales Manager.....J. D. O'Brien
Export Manager.....M. J. Schmitt
Dir. of Purchases.....E. J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

Sales Manager.....Charles A. Hausen

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President .....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: VHF, FM and UHF antennas, piston type variable trimmer capacitators, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial belts, phono switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-couplers.

Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Commodity Manager.....J. P. Washburn
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 74-3359

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secretary.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, barex getters.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COlumbus 5-0130

President.....J. H. Kliegl

Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer .....Anna Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher
PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.
37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....Donald S. Morgan
Vice-President.....W. H. Beal
Secretary-Treasurer.....H. A. Kondolf
Sales Manager.....F. K. Hankinson
Engineering Director.....Robert Edwards
Mgr. of Operations.....P. C. Marrone
PRODUCTS: Audio Amplifiers — both standard and miniatured plug-in. Power Supplies, Video Amplifiers, Consoles, Automatic Limiting Amplifiers, Audio, Power and Pulse Transformers. Complete custom design audio facilities for broadcast and television.

Lehigh Structural Steel Co.
17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

John E. Lingo & Son, Inc.
2814 Buren Ave., Camden 5, N. J.
Phone: WOodlawn 4-0487

President.....John E. Lingo
PRODUCTS: Tubular steel vertical radiators; VHF antennas and supporting towers; FM antennas and supporting towers; facsimile supporting poles.

Machlett Laboratories, Inc.
1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781

Vice-Pres. Power Tube Sales..H. J. Hoffman
PRODUCTS: Broadcast tubes.

Magnecord, Inc.
225 W. Ohio St., Chicago 10, Ill.
Phone: WHitehall 4-1889

Sales Director.....John W. Hines
PRODUCTS: Professional magnetic tape recorders—reproducers.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.
79 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President .....Leonard Ashbach
Vice-President.....Barnett S. Trott
Vice-President .....Maurice Raphael
Secretary .....Arthur Homans
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli
PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations; table AM-radio phonographs; Hi-Fi radio phonographs.

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Chief Elec. Engr.....Lauge Fanoe
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Miles Reproducer Co., Inc.
812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President .....George Ruskin
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Eng.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns
PRODUCTS: "Walkie-Recordall" sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

James Millen Mfg. Co., Inc.
150 Exchange St., Malden 48, Mass.
Phone: Malden 4-4108

President .....James Millen
Sales Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Chief Engineer.....Wade Caywood
PRODUCTS: Electronic components for receivers, transmitters, including inductances, condensers, coil forms and specialized hardware, test equipment including oscilloscopes, grid dip meters, synchroscopes and power supplies.

Minnesota Mining and Mfg. Co.
900 Fauquier Ave., St. Paul 6, Minn.
Phone Cedar 3071

Sales Mgr., Magnetic Prod.....P. W. Jansen
1500 S. Western Ave., Chicago 8, Ill.
Phone: MOnroe 6-6126

Manager.....A. J. Forss
446 N. LaBrea Ave., Hollywood 36, Calif.
Phone: WEbster 1-1289

Manager.....M. D. Benson
401 N. Broad St., Philadelphia 8, Pa.

Manager.....C. M. Jacobson
PRODUCTS: Magnetic tape, film and associated accessories.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.
Phone: BAyside 9-5656
Pres. & Treas.....P. K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800
President.....Leslie F. Muter
Vice-Pres. & Sales Mgr.....K. E. Rollefson
Vice-Pres. & Credit Mgr.....A. A. Dailey
Purchasnig Agent.....D. R. Capparelli
PRODUCTS: Resistors, switches, ceramic capacitors, Spirashields, coils, precision potentiometers, I.F. and R.F. transformers.

National Carbon Co.—Div. of Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000
Chairman of Board.....J. M. Spangler
President.....A. S. Johnson
Exec- Vice-Pres.....C. O. Kleinsmith
Exec. Vice-Pres.....P. M. Buhrer
Vice-President.....A. C. Bryan
Mgr. Battery Eng. Dept...G. H. Didinger, Jr.
V.-P., Adv. Sales Mgr.....H. M. Warren
PRODUCTS "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

Jacksonville Rd., Hatboro, Pa.
Phone: 1791
President.....K. C. Meinken
V.P. in Chg. of Research.....A. M. Skellett
Equipment Sales Mgr....K. C. Meinken, Jr.
Renewal Sales Mgr.....V. K. Ulrich
Credit Manager.....H. A. Pope
PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, transistors and germanium diodes.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161
V.P., Gen. Sales Mgr.....Hugo Sundberg
PRODUCTS: Loud speakers, dial lamps, transformers, focus coils, miscellaneous coils.

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal-
Phone: Arizona 7-6721
President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales
Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Director.....Charles Askin
Purchasing Agent.....William P. Kennedy
PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

The Pentron Corp.

664 N. Michigan, Chicago 11, Ill.
Phone: WHitehall 3-2120
President .....Irving Rossman
Treasurer .....Bernard Sahlins
Secretary .....Theodore Rossman
Chief Engineer.....Rudolph A. Bierwirth
Comptroller .....Marshall Peiros
Production Chief.....Bernard Sahlins
Purchasing Agent.....Theodore Rossman
PRODUCTS: Tape recorders, tape playback units, electronic mike mixer, basic tape mechanism, pre-amplifiers, AM Tuner, foot pedal, speaker and baffle, continuous tape magazine, laarge reel adapter, telephone pick-up, and other accessories.

PEMBREX TV (Div. PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111
President.....Louis M. Wutke
Vice-President.....Edwin C. Wutke
V.P. in Chg. of TV.....Lois E. Landon
PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available. TV Model Visualcast for prompting, special effects and layovers.

Philco Corp. (Govt. and Indus. Div.)

4700 Wissahickon Ave., Philadelphia 44, Pa.
Phone: TEnnessee 9-4000
Industrial Sales Mgr.....George A. Hagerty
666 Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-5750
Manager.....Robert A. MacDonald
Southland Life Bldg., Dallas, Texas
Phone: Prospect 8657
Manager.....Richard A. Fay
Russ Bldg., San Francisco 4, Calif.
Phone: SUtter 1-6262
Manager.....Lewis J. Boss

PRODUCTS: Microwave for broadcast STL use; program channel multiplex equipment.

Philmore Manufacturing Co., Inc.

113 University Place, New York, N. Y.
Phone: ALgonquin 4-3363

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer .....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5454

President .....Isidor Goldberg
Vice-President .....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
Sales Manager.....J. I. Benjamin
Purchasing Agent.....Paul Lefko
Chief Engineer.....Richard Shottenfeld

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and remote control TV receivers, AM-FM timers, amplifiers, pre-amplifiers, HI-FI tuners and assemblies.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich
220 Kedzie St., Evanston, Ill.
Phone: Davis 8-4800
Manager .....Warren Cozzens
505 N. Ervar St., Dallas, Tex.
Phone: C 2966
Manager.....J. Earl Smith
2331 W. Washington Blvd., Los Angeles, Cal.
Phone: Republic 0203
Manager .....Lee Owens
7 East 48th St., New York, N. Y.
Phone: ELdorado 5-6021
Manager .....Thomas Aye

PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Polarad Electronics Corp.

100 Metropolitan Ave., Brooklyn 11, N. Y.
Phone: STagg 2-3464

President.....Dr. D. L. Jaffe
Chief Engineer.....P. H. Odessey
Comptroller.....C. J. Eisen
Dir. of Contract Rel.....R. K. Hartman
Eng., Contract Relations.....P. J. Reuter

PRODUCTS: Color TV: color video monitor, flying spot scanner system, color bar generator, color sync generator, portable sync generator NTSC color monochrome; TV: sync generator, monoscope signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor; General: video distribution amplifier, wide band video amplifier, single and dual regulated power supplies, radio cue system (intra-strudio wireless communication).

Radio Condenser Co.

Davis & Copewood Sts., Camden 3, N. J.
Phone: EMerson 5-5500

President.....R. E. Cramer
Exec. Vice-President.....W. W. Paul
Vice-President.....R. E. Cramer, Jr.
Sales Manager.....E. J. Penberthy
Chief Engineer.....J. S. Robb

PRODUCTS: VHF and UHF Tuning devices, variable air condensers, variable air capacitors and tuners for Government and special communications equipment. Automotive push-buttons permeability tuning units.

RCA Victor Division, Radio Corp. of America

Front & Cooper Sts., Camden, N. J.
Phone: WOodlawn 3-8000

Vice-Pres., Gen. Mgr. Rec....Emanuel Sacks
V.P. and Gen. Mgr.....W. A. Buck
Oper. Vice-Pres.....C. M. Odorizzi
V.P. Chg. of Consumer Prod....J. B. Elliott
V.P. Chg. of Tech. Prods.....W. W. Watts
V.P., Chairman Bd., RCA Estate Appl. Corp.....R. A. Seidel
Dir. Org. Develop.....A. K. Weber
General Attorney.....S. E. Ewing
V.P., Chg. Home Department....H. G. Baker
V.P., Dir. Reg. Operations...P. A. Barkmeier
V.P. Chg. Tube Dept.....R. T. Orth
V.P. Chg. Eng. Prod. Dept.....T. A. Smith
V.P. Chg. Fin.....J. S. Carter
V.P. Chg. Materials.....V. deP. Goubeau
V.P. Chg. Eng.....D. F. Schmit
A. & R. Manager.....Ben Selvin
Dir. Plant Eng.....Frank Sleeter
Dir. Accounting.....D. L. Trouant
Dir. Personnel.....A. F. Watters
Dir. Consumer Prod. Distr.....J. M. Toney
Dir. of Tech. Prods.....H. V. Somerville
Dir. of Pub. Rel.....Julius Haber
Dir. of Cons. Prod. Advstg.....R. H. Coffin
V.P., Dir. Planning.....E. D. Foster
V.P., Western Mgr.....H. R. Magg
Pres., RCA Service Co., Inc.....E. C. Cahill
Pres., RCA Victor Distributing Corp.....W. M. Norton
Pres., RCA Estate Appliance Corp.....Cecil M. Dunn
Gen. Sales Mgr., Home Instrument Department.....R. W. Saxon
Advstg. and Sales Prom. Mgr., Home Instrument Dept.....J. M. Williams
Gen. Sales and Mdse. Mgr., Record Department.....L. W. Kanaga

Advstg. and Sales Prom. Mgr.,
Record Department.....W. I. Alexander
Advstg. and Sales Prom. Mgr., Engr.
Products Department.....John P. Taylor
Publicity Director.....H. D. Desfor
Gen. Sales Mgr., Tube Dept.....L. S. Thees
Adv. and Sls. Prom. Mgr.,
Tube Department.....H. S. Stamm

PRODUCTS: Aircraft and airport communication systems, AM, FM, and television receivers, AM, FM and television transmitting equipment, Amateur radio equipment, Antenaplex, Antenna Systems, Aviation Radio Equipment, Beverage and ampule inspection machines, Broadcast station studio equipment, Communications equipment, Custom recordings, Direction finders, Electronic business machines, Electronic components and service parts, Electronic fire control apparatus, Electron microscopes, Electron tubes—receiving, power, cathode-ray and special types, Engineering services, Film, disc and magnetic recording equipment, Gas and electric home kitchen ranges, Heatrola space heaters, Home Air Conditioners, Industrial electronic products, Industrial television equipment, Inter-communication equipment, Microphones, Microwave equipment, Mobile radio communication equipment, Phonograph records (45, 33 1/3 and 78-rpm), Public address and industrial sound equipment, Radio batteries, Record players, Service and maintenance on electronic equipment, 16-mm and 35-mm motion picture projectors and theater equipment, Sonar apparatus, Sound-powered telephones, Test and measuring equipment, Theater television equipment, Tube parts and tube-making machinery, Victrola Radio-Phonographs.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V. P. & Mgr. of Sales....Frank A. Gunther
Secy. & Dir. of Purchases.....Joseph Behr
Chief Engineer.....Joseph Tennis
Director of Research.....James R. Day
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
V.P. Charge Eng.....P. M. Brubaker
Secretary .....H. Gallina
Purchasing Agent.....A. C. Willms
Accounting.....E. D. Longstreet

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

Waltham 54, Mass.
Phone: 5-5860
N. Y. Phone: WHitehall 3-4980

President .....Charles Adams
V.-P. in chg. Equip. Sales.....L. A. Rooney
V.-P., Int'l Div.....R. Ellis
V.-P. & Treas.....D. T. Schultz

PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President.....Hazard E. Reeves
Vice-President-Sales.....Frank B. Rogers
Vice-Pres.-Production .....Homer Clapper
V.P. Springdale Pl.....Edward Schmidt
V.P. Allentown Pl.....Harry F. Scheirer
Advertising Manager....Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables.

Rust Industrial Co., Inc.

608 Willow St., Manchester, N. H.
Phone: Manchester 3-3596

President.....W. F. Rust, Jr.

PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Self Winding Clock Co., Inc.

207 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAin 2-6300

Asst. Sales Mgr.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic syncro-

nizing pulses from Western Union lines or manual synchronized pulses from control kit.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.
Phone: UNiversity 4-2400

President .....E. Alschular
Vice-President.....M. D. Block
Secretary.....R. S. Lawton
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell
Director of Sales.....E. G. May
Sales Manager.....R. B. Parks
Advertising Mgr.....H. J. Lance
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Co.

(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 37, N. Y.
Phone: HYacinth 7-2820

President.....P. H. Sherron
Vice-President.....J. W. Hunter
Senior Vice-President.....R. M. Stock
Vice-President.....J. A. Geddes
Purchasing Agent.....I. C. Tierney

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements.

Special Effects & Equipment, Inc.

418 W. 59th St., New York 19, N. Y.
Phone: CIrcle 7-7828

President .....Roy Benjamin
Exec. Vice-President.....Robert Lawrence
Operations Vice-Pres.....Bob Paulson
Treasurer .....Philip Kornblum

PRODUCTS: Complete sales, engineering, and consultation service on line of TV and film production equipment. Beseler Arc, Incandenscent and T-Vu-Graph Projectors, Moving background projectors, RP screens and frames, M. B. Paul Translucent Photographic Backgrounds, Slide and Film Library, Script Prompting Service, Optical Effects Kit, Special Effects Gimmicks.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 874
50 Church St., New York 7, N. Y.
Phone: DIgby 9-4379

Mgr. Pa. Office.....John F. Guzewicz
Mgr. N. Y. Office.....Henry J. Guzewicz

PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461

President.....William V. Stancil
Secretary .....Mary Diehl

PRODUCTS: Magnetic recorder/reproducer for Tape Model R4, magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer — multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—425 watts output Model V1A.

Standard Electronics Corp. (Subsidiary of Claude Neon, Inc.)

285 Emmet St., Newark 5, N. J.
Phone: BIgelow 3-5540

Vice-President.....W. H. Zillger
6728 S. Halstead, Chicago, Ill.
Phone: Wentworth 6-5128

Manager.....R. R. Howard

PRODUCTS: Transmitters; associated equipment.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President.....Robert C. Tait
Vice-Pres.....Gordon G. Hoit
V.P. & Gen. Mgr.
Broadcasting Div.....William Fay
V.P. Gov't Contracts.....Sidney R. Curtis
Corporate Secretary.....Arthur F. Gibson
General Manager, Tel. Div.....John H. Voss
Treasurer .....Charles Pritchard
Controller.....D. G. Schuman
Mgr. Industrial Relations....George E. Eyer
Mgr., Sound Equip. Div.....A. G. Schifino
Gen. Mgr.-Radio-TV.....Clifford J. Hunt
Mgr. Adv. & Public Rel..Stanley H. Manson

PRODUCTS: TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment. Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

Chairman of Board.....Don G. Mitchell
President.....H. Ward Zimmer
Vice-President.....E. Finley Carter
Vice-President.....Arthur Chapman

Vice-President.....Curtis Haines
V.P. Charge of Sales.....B. K. Wickstrum
Gen. Sales Mgr., Radio Div.....H. P. Gilpin
Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Sylvania Electric Products, Inc.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

Mfg. Supt.....C. F. Genentz
Mechanical Circuit.....A. Lederman
Purchasing Agent.....Jack Blau
Service Manager.....Ray Smith
Office Personnel.....G. J. Gaffney

PRODUCTS: Laminated Bakelite Tube Sockets, Laminated Terminal Boards, Airloop Assemblies, Wired Assemblies, Tube Contacts, Component Parts for Molded Assemblies.

Sylvania Electric Products, Inc. Radio & Television Division

254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450

General Manager.....J. K. McDonough
General Mfg. Manager.....H. H. Martin
Gen. Sales Mgr.....B. O. Holsinger
Chief Engineer.....N. L. Harvey
Div. Controller.....E. J. Vigneron
Div. Personnel Manager.....H. S. Hagen

PRODUCTS: Television, AM and FM receivers.

Tele Q

1227 Sixth Ave., New York 19, N. Y.
Phone: JUdson 6-5766

PRODUCTS: Cuing equipment for TV networks and stations.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
Plant Supt.....K. P. Humbert
Secretary .....Margaret Durnal

PRODUCTS: Studio lighting equipment: Ceiling mounted incandescents, and fluorescents; dolly mounted fluorescents; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-5326

President .....Alfred Jenkins
Sales Manager.....Leonard Gumley
Secretary-Treasurer.....Lee Jenkins
Production Mgr.....Anthony C. Warren
Traffic Manager.....Carman Laurino

PRODUCTS: Wide angle rear screen projector and rear projection screens, studio lights and lighting equipment, switchboards and patch panels, camera dollies and tripods, microphone booms, theatre TV equipment, film room and dark room equipment, newsreel cameras and equipment. Free lighting consultant.

Tower Construction Co.

1923 Geneva St., Sioux City, Iowa
Phone: 5-7653
2002 P St. N.W., Washington, D. C.
Phone: ADams 4-6447

Owner.....M. M. Lasensky

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Transmitter Equipment Mfg. Co., Inc.

35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800

Pres., Treas.....Morton B. Kahn
Secretary.....F. C. Botscheller

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

Truscon Steel Division

Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211

General Mgr. of Sales.....C. B. McGehee
Asst. Gen. Mgr. of Sales.....D. M. Schmid

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

Unique Turntable & Display Co.

1895 Park Ave., New York 35, N. Y.
Phone: TRafalgar 6-2962

President.....Albert W. Nuccel

PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.

U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: LIncoln 3-2705

General Manager.....Joseph Tait
Chief Engineer.....Henry P. Meisinger
Sales Manager.....Eugene Rosen

PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and essmbling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

Westinghouse Electric Corp.

2519 Wilkens Ave., Baltimore 3, Md.
Phone: Edmundson 2300

President.....G. A. Price
V.P. (Cons. Prods.).....J. M. McKibbin

Television-Radio Division
1354 Susquehanna Ave., Sunbury, Pa.
Phone: 2520

Manager.....F. M. Sloan
Asst. Mgr.....A. G. Rogers
Asst. to Mgr.....L. J. Fitzpatrick
Chief Engineer.....G. C. Larson
Purchasing Agent.....J. R. Todd
Sales Manager.....J. F. Walsh
Adv. & Sales Prom. Mgr.....Earl L. Hadley
Service Manager.....A. H. Kuttruff

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Programs AM-TV 1953

- TITLES
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- NETWORKS
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COMMERCIAL AM PROGRAMS OF 1953

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1953. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adams, Cedric	Sonotone Corp. (Hearing Aid)	CBS	Kudner Agency, Inc.
	The Murine Co. (Murine)		B.B.D. & O.
Admiral Presents World News, With Robert Trout	Admiral Corp. (Radios, refrigerators, household appliances)	CBS	Erwin Wasey & Co., Inc.
Adventures of Ozzie and Harriet	Hotpoint, Inc. (Electric household prod.)	ABC	Maxon, Inc.
	The Lambert Co. (Listerine products)		Lambert & Feasley, Inc.
Adventures of the Falcon	Co-operative Sponsors	MBS	
Allsweet Music Box	Swift & Co. (Allsweet Margarine)	MBS	J. Walter Thompson Co.
America Calling	Riggio Tobacco Corp. (King Size Cigarettes)	CBS	Hilton & Riggio, Inc.
America's Top Tunes	Poundex Products (Poundex)	NBC	Ruthrauff & Ryan, Inc.
American Way, Starring Horace Heidt	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Amos 'n' Andy	Rexall Drug Co. (all drug products)	CBS	B.B.D. & O.
Answer Man, The	Doubleday & Co. (Dollar Book Club)	CBS	Thwing & Altman, Inc.
Arlington Classic	Schick, Inc. (Electric Razors)	CBS	Kudner Agency, Inc.
Armstrong Theatre of Today	Armstrong Cork Co. (Quaker Rugs, Linoleum floor coverings)	CBS	B.B.D. & O.
Army-Navy Game	General Motors Corp. (Cadillacs and GMC trucks)	NBC	Kudner Agency, Inc.
Arnold, Eddie Show	Ralston-Purina Co. (Feed and cereals)	NBC	Brown Radio Productions, Inc. Gardner Advertising Co.
Aunt Jemima Home Folks	Quaker Oats Co. (Aunt Jemima Cake Mix, Pancake Mix)	CBS	Price, Robinson & Frank, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Brothers Co. (Rinso, Surf)	CBS	Foote, Cone & Belding
Autry, Gene Show	Wm. Wrigley, Jr. Co. (Doublemint Chewing Gum)	CBS	Ruthrauff & Ryan, Inc.

B

Babbitt, Harry Show	American Home Products Corp. (Anacin)	CBS	John F. Murray Advertising Agency
	S. & W. Fine Foods, Inc. (Food and Coffee)		Foote, Cone & Belding
Back to God Backstage Wife	Christian Reformed Church (Cheer)	MBS	Glenn-Jordan-Stoetzel, Inc.
Backstage Wife	Procter & Gamble (Cheer)	NBC	Young & Rubicam, Inc.
Baker, Art and the News	Edwards Food Co. (Nob Hill Coffee)	NBC	M. E. Harlan Advertising
Baker, Morgan Program	Holland Furnace Co.	CBS	Lindeman Adv. Service
Bakers Theatre of Stars	American Bakers Association (Bakery Products)	CBS	Foote, Cone & Belding
Bekins Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advertising Agency
Belmont Race	Schick, Inc. (Electric Razors)	CBS	Kudner Agency, Inc.
Benny, Jack Program	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	McCann-Erickson, Inc.
Benson, Bobby	Kraft Foods Co. (Kraft Caramels)	MBS	J. Walter Thompson
Berch, Jack	Prudential Insurance Co of America	ABC	Calkins, Holden, Carlock, McClinton and Smith, Inc.
Bergen, Edger & Charlie McCarthy Show	Hudnut Sales Co. (Shampoo, Home Permanents, Creme Rinse)	CBS	Kenyon & Eckhardt, Inc.
	Consolidated Cosmetics (Lanolin Plus, Liquid, cream, lotions)		B.B.D. & O., Inc. Erwin, Wasey of Canada, Ltd.
Beulah	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding
	The Murine Co. (Murine)		B.B.D. & O.
Big Story, The	American Cigarette & Cigar Co., Inc. (Pall Mall Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Blue Rose Show	Garden Guild of America	CBS	Hirsch & Rutledge, Inc.
Bob and Ray	Colgate-Palmolive Co. (Ajax, Toothpaste, Vel)	NBC	William Esty Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Break the Bank	Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Bactine, One-a-Day Vitamins)	NBC	Geoffrey Wade Advertising
Break the Bank	Co-operative Sponsors	ABC	
Breakfast Club	Co-operative Sponsors	ABC	
Brighter Day	Procter & Gamble Co. (Cheer, Blue Cheer)	CBS	Young & Rubicam, Inc.
Brown, Cecil, Commentary	State Farm Mutual Auto Ins. Co. (Auto Insurance)	MBS	Needham, Louis & Brorby, Inc.

C

Cadillac Choral Symphony	General Motors Corp. (Cadillac Division)	CBS	MacManus, John & Adams, Inc.
Camel Caravan starring Vaughn Monroe and the Sauter-Finegan Orchestra	R. J. Reynolds Tobacco Co. (Camel cigarettes)	CBS	Wm. Esty Co., Inc.
Camel Lineup and Scoreboard	R. J. Reynolds Tobacco Co. (Camel cigarettes)	MBS	Wm. Esty Co., Inc.
Cameo Lady Talk	Burlington Mills Corp. (Bur-Mil Cameo Stockings)	MBS	Donahue & Coe, Inc.
Cameo Serenade Room	Burlington Mills Corp. (Cameo hosiery and other products)	ABC	Donahue & Coe, Inc.
Canova, Judy	Co-operative Sponsors	NBC	
Cantor, Eddie	Coleman Co., Inc. (Gas heating and household appliances)	NBC	N. W. Ayer & Son, Inc.
Capitol Commentary	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Carson, Mindy Show	General Motors Corp. (Buick Div.)	CBS	Kudner Agency, Inc.
Carter, Nick	Co-operative Sponsors	MBS	
Carter, Paul Show	General Products Corp. (Looz Reducing Tablets)	CBS	Dean & Simmon's
Cavalcade of America	E. I. Du Pont de Nemours & Co., Inc. (Institutional)	NBC	B.B.D. & O.
CBS Newsroom	Co-operative Sponsors	CBS	
Chevrolet Soap Box Derby	Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts, services)	NBC	Campbell Ewald Co.
Chevrolet Spotlights the News	Chevrolet Motor Division (Cars)	ABC	Campbell-Ewald Co., Ltd.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Christmas Show	Bank of America National Trust & Savings Anns. (Banking Services)	CBS	Chas. R. Stuart Advertising
Cities Service Band of America	Cities Service Petroleum Inc. (Petroleum products)	NBC	Campbell Ewald Co.
Club 15 with Bob Crosby	Campbell Soup Co. (Soups)	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Co. (Household utensils)	ABC	The Buchen Co.
Coke Time	Coca-Cola Co. (Coca-Cola)	NBC MBS	D'Arcy Advertising Co., Inc.
Cole, Grady Show	General Foods Corp. (Calumet, Satina)	CBS	Foote, Cone & Belding
Collingwood, Charles, News	Co-operative Sponsors	CBS	
Como, Perry Show	Liggett & Myers Tobacco Co. (Chesterfield cigarettes)	MBS	Cunningham & Walsh, Inc.
Cornell, Don, Sings	The Whitehouse Co. (Recordings)	NBC	National Mail Order Network
Coronation, The	General Motors Corp. (Institutional)	NBC	Kudner Agency
Cotton Bowl	Philco Corp. (TV Sets)	NBC	Hutchins Advertising Co.
Counterspy	Gulf Oil Corp. (All products)	NBC	Young & Rubicam, Inc.
Craig, Barrie	Co-operative Sponsors	NBC	
Craig, Stuart Show	General Products Corp. (Looz Reducing Tablets)	CBS	Dean Simmon's
Crime Classics	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Crime Files of Flamond	Co-operative Sponsors	MBS	
Crosby, Bing Show	General Electric Co.	CBS	Young & Rubicam, Inc. MacLaren Adv. Co. Ltd. (Canada) B.B.D. & O.

D

Dallas, Stella	Sterling Drug, Inc. (All products)	NBC	Dancer-Fitzgerald-Sample, Inc.
Day, Doris Show	CBS-Columbia, Inc. (TV sets, radios)	CBS	Ted Bates & Co.
Deadline	Co-operative Sponsors	MBS	
Diamond, Richard Private Detective	Rexall Drug Co. (All drug products)	CBS	B.B.D. & O.
Dial Dave Garroway	Armour & Co. (Dial Soap)	NBC	Foote, Cone & Belding, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Doctor's Wife	Ex-Lax, Inc. (Ex-Lax)	NBC	Warwick & Legler, Inc.
Drake, Galen	Co-operative Sponsors	CBS	
Drier, Alex	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald, Inc.
Double or Nothing	Campbell Soup Co. (Soups, Franco-American Spaghetti and macaroni	NBC ABC	Ward Wheelock Co.
Dr. Christian, with Jean Hersholt	Chesebrough Mfg. Co. (Vaseline Hair Tonic, Petroleum Jelly, Lip Ice)	CBS	McCann-Erickson, Inc.
Dr. Paul	Co-operative Sponsors	NBC	
Dr. Scholl's News with Ed Pettitt	Scholl Mfg. Co. (Foot comfort appliances)	MBS	Donahue & Coe, Inc.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	Cunningham & Walsh, Inc.
Duke of Paducah	Locke Stove Co. (Stoves)	CBS	R. J. Potts, Calkins & Holden, Inc.

E

Easy Money	Roman Meal Co. (Meal Cereal and muffin mix)	NBC	Guild Bascom & Bonfigli, Inc.
Edwards, Frank	American Federation of Labor (Institutional)	MBS	Furman, Feiner & Co., Inc.
Escape	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Ev'ry Day	Florida Citrus Industry (Fresh, canned and frozen oranges and grapefruit)	NBC	J. Walter Thompson Co.

F

Family Skeleton	The Toni Co. (Prom Home Permanent)	CBS	Leo Burnett Co.
	Manhattan Soap Co. (Sweetheart soap, Blu-White flakes)		Scheideler, Beck & Werner, Inc.
Father Knows Best	General Foods Corp. (Cereals)	NBC	Benton & Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. (Starch)	NBC	Bruce B. Brewer & Co.
F. B. I. in Peace and War	Co-operative Sponsors	CBS	
Fibber McGee & Molly	Co-operative Sponsors	NBC	
First Nighter	Miller Brewing Co. (Beer)	NBC	Mathisson & Associates, Inc.
Fisher Body Award	Fisher Body Div., General Motors Corp. (Fisher bodies)	NBC	Kudner Agency, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Fisher, George Show	**Colonial Dames, Inc.** (Cosmetics)	CBS	Geoffrey Wade Advertising
Fisher's George Let's Go Hollywood	**North American Van Lines, Inc.** (Transporation and storage)	CBS	Castor & Associates
Frank & Ernest	**Dawn Bible Students Ass'n.** (Religious Books)	MBS	Wm. Gleeson & Co.
Front Page Farrell	**Whitehall Pharmacal Co.** (Aerowax, Wizard Wick, Melcalose, Chef Boy-ar-dee)	NBC	John F. Murray Advertising Agency, Inc.
Fun For All	**Toni Co.** (Prom Home Permanent, White Rain Shampoo)	CBS ABC	Leo Burnett Co., Inc.

G

Game of the Day	**Falstaff Brewing Corp.** (Beer)	MBS	Dancer-Fitzgerald-Sample, Inc.
Gangbusters	**General Foods Corp.** (Grape Nuts)	CBS	Young & Rubicam, Inc.
Garden Gate	**Ferry-Morse Seed Co.** (Seeds)	CBS	MacManus, John & Adams, Inc.
Gardiner, Don, News	**Pharmaco, Inc.** (Feenamint, Chooz gum)	ABC	Doherty, Clifford, Steers & Shenfield, Inc.
	Durkee Famous Foods (Margarine)		Leo Burnett Co.
G. E. Comedy Theatre (Ray Milland in Meet Mr. McNutley)	**General Electric** (Electronics Division)	CBS	Maxon, Inc. MacLaren Adv. Co. Ltd. (Canada)
General Electric Playhouse	**General Electric Co.** (Major Appliance Division)	CBS	Young & Rubicam, Inc.
Gillette Fights	**Gillette Safety Razor Co.** (Blue Blades, razors, shave products)	ABC	Maxon, Inc.
Give and Take	**Cannon Mills, Inc.** (Hosiery, sheets, towels)	CBS	Young & Rubicam, Inc.
Godfrey, Arthur Digest	**Owens-Corning Fiberglas Corp.** (Furniture cushioning, textiles, filters, insulation)	CBS	Fuller & Smith & Ross, Inc.
Godfrey's Arthur Talent Scouts	**Lever Brothers Co.** (Lipton's tea and soup mixes)	CBS	Young & Rubicam, Inc.
Godfrey, Arthur Sunday Hour	**VCA Laboratories** (Division of Rexall Drug Co., Inc.,—Rybutal, Juvenal)	CBS	Kastor, Farrell, Chesley & Clifford, Inc. Ronalds Adv. Ltd. (Canada)
Godfrey, Arthur Time	**Co-operative Sponsors**	CBS	
Golden Horseshoes Sweepstakes	**Gillette Safety Razor Co.** (Blue Blades, razors)	ABC	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Goss, Frank, News	Co-operative Sponsors	CBS	
Grand Central Station	Cream of Wheat Corp. (Cereals)	CBS	B.B.D. & O., Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert Tobacco)	NBC	William Esty Co., Inc.
Grand Slam, with Irene Beasley	Continental Baking Co., Inc. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes)	ABC	Lennen and Newell, Inc.
Great Gildersleeve, The	Kraft Foods Co. (Parkay, cheeses and mustards)	NBC	Needham, Louis & Brorby, Inc.
Greatest Story Ever Told	Goodyear Tire and Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Griffiths, Les and the News	Liggett and Myers (Chesterfield Cigarettes)	ABC	Cunningham and Walsh, Inc.
Guiding Light	Procter & Gamble Co. (Ivory Flakes, Duz)	CBS	Compton Advertising, Inc.
Gunsmoke	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding

H

Hallmark Playhouse and Radio Hall of Fame	Hall Bros. Inc. (Greeting Cards)	CBS	Foote, Cone & Belding Spitzer & Mills, Ltd. (Canada)
Hambletonian Race	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co., Inc.
Hanlon's, Tom Press Box (Sports Review)	Regal Amber Brewing Co. (Beer)	CBS	Guild, Bascom & Bonfigli
Harmon's, Tom Pigskin Predictions	Household Finance Corp. (Personal Loans)	CBS	Needham, Louis & Brorby, Inc.
Harvey, Paul Comments	Beltone Hearing Aid Co.	ABC	Olian and Bronner, Inc.
Harvey, Paul, News	Burton-Dixie Corp. (Mattresses, sleep products)	ABC	Turner Advertising Agency
Hawk, Bob Show	R. J. Reynolds Tobacco Co. (Camels)	CBS	Wm. Esty Co., Inc.
Hayes, Sam, News	General Mills, Inc. (Flour, cereal, formula, feeds)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Heatter, Gabriel	Co-operative Sponsors	MBS	
Henry, Bill and the News	Johns-Manville Corp. (Industrial Products)	MBS	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Herald of Truth	Highland Church of Christ (Institutional)	ABC	Martin Co.
Hill, Edwin C.	Philco Corp. (Radios)	ABC	Hutchins Advertising Agency
Hilltop House	Miles Laboratories, Inc. (Alka-Seltzer)	CBS	Geoffrey Wade Advertising Cockfield Brown & Co., Ltd. (Canada)
Holles, Everett	S. C. Johnson & Son, Inc. (Johnson's Glo-Coat and other products)	MBS	Needham, Louis & Brorby, Inc.
Hollywood Barn Dance	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam, Inc.
Hollywood Park Gold Cup Races	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Playhouse of Romance	Andrew Jergens Co. (Lotion, face cream)	CBS	Robert W. Orr & Associates, Inc.
Hollywood Star Playhouse	American Bakers Association (Bakery Products)	NBC	Foote, Cone & Belding, Inc.
Hollywood Story	Lewis Food Co.	CBS	Rockett-Lauritzen
Hope, Bob	General Foods Corp. (Jell-o puddings, pie fillings)	NBC	Young & Rubicam, Inc.
	American Dairy Association (Dairy Products)		Campbell-Mithun, Inc.
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	ABC	Walter E. Bennett and Co.
Houseparty	Co-operative Sponsors	CBS	
Howdy Doody	International Shoe Co. (Poll Parrot shoes)	NBC	Henri, Hurst & McDonald, Inc.
Hunt, Jack Show	Pillsbury Mills, Inc. (Ballard Oven-Ready Biscuits)	CBS	Campbell-Mithun, Inc.

I

Inauguration Ceremonies	General Motors Corp. (Automobiles)	NBC	Kudner Agency, Inc.
Inside News from Hollywood	Hazel Bishop, Inc. (Lipstick)	NBC	Raymond Spector Co., Inc.
It Happens Every Day	The Toni Co. (Toni Creme Rinse, White Rain Shampoo)	CBS	Leo Burnett Co.
It Pays to be Married	Lewis-Howe Co. (Tums)	NBC	Ruthrauff & Ryan, Inc.
It's the Barry's	Serutan Co. (Serutan)	NBC	Edward Kletter Association

J

Jackson, Allan and the News	Metropolitan Life Insurance Co.	CBS	Young & Rubicam, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jordan, Rocky	Ranier Brewing Co. (Beer)	CBS	Brisacher, Wheeler & Staff
	General Foods Corp. (Calumet, Post Toasties)		Foote, Cone & Belding
Junior Miss	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
	The Murine Co. (Murine)		B.B.D. & O.
Just Plain Bill	Whitehall Pharmacal Co. (Anacin, Kolynos)	NBC	John F. Murray Advertising Agency, Inc.
	Carter Products (Little Liver Pills, Arrid, Nair)		Ted Bates & Co.

K

Kentucky Derby	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.

L

Ladies Fair	Sterling Drug Co. (Bayer Aspirin, Philips Milk of Magnesia, Dr. Lyon's tooth powder, Double Danderine, Ironized Yeast)	MBS	Dancer-Fitzgerald-Sample, Inc.
Lee, Peggy Show	General Motors Corp. (Buick Div.)	CBS	Kudner Agency, Inc.
LeSueur, Larry and the News	The Murine Co. (Murine)	CBS	B.B.D. & O.
Lewis, Robert Q. Little Show	General Foods Corp. (Calumet, Post Toasties)	CBS	Foote, Cone & Belding
Lewis, Robert Q. Show	Milner Products Co. (Pine Sol, Gala Bleach)	CBS	Gordon Best Co., Inc.
Life Begins at 80	Beltone Hearing Aid Co. (ABC)	ABC	Olian and Bronner, Inc.
Life Can Be Beautiful	Procter & Gamble Co. (Tide)	NBC	Benton & Bowles, Inc.
Life Is Worth Living	Admiral Corp. (TV and radio receivers and appliances)	MBS	Erwin, Wasey & Co., Inc.
Life With Luigi	Wm. Wrigley Jr. Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co. J. Walter Thompson Co. Ltd. (Canada)
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett and Co.
Lindlahr, Victor	Serutan Co. (Serutan)	NBC	Franklin Bruch Advertising Corp. Edward Kletter Association, Inc.
Little Brown Jug Race	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Log Cabin News	General Foods Corp. (Syrup)	NBC	Benton & Bowles, Inc.
Lombardo Orchestra	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Lone Ranger	American Bakeries (Merita bread, cakes)	ABC	Tucker Wayne and Co.
	General Mills, Inc. (Cheerios and other products)		Dancer-Fitzgerald-Sample, Inc.
Longines Symphonette	Longines-Wittnauer Watch Co. (watches)	CBS	Victor A. Bennett Co., Inc. Desbarats Adv. Agency, Ltd. (Canada)
Lorenzo Jones	Colgate-Palmolive Co. (Fab, dental cream)	NBC	William Esty Co., Inc.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Advertising Co., Inc.
Lux Radio Theatre	Lever Brothers, Co. (Lux Soap, flakes)	CBS	J. Walter Thompson Co. Natl. Expert Adv. Services, Inc. (Hawaii)

M

Make Up Your Mind, with Jack Sterling	Continental Baking Co., Inc. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.
Man on the Farm	Quaker Oats Co. (Ful-O-Pep Feed)	MBS	Sherman & Marquette, Inc.
Man on the Go	International Harvester Co. (Trucks, refrigerators, industrial farm and power equipment)	NBC	Young & Rubicam, Inc.
Manning, Knox, News	Co-operative Sponsors	NBC	
Ma Perkins	Procter & Gamble Co. (Oxydol Detergent)	CBS	Dancer-Fitzgerald-Sample, Inc.
Martin & Lewis	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	NBC	Cunningham & Walsh, Inc.
Mason, Perry	Procter & Gamble Co. (Tide)	CBS	Benton & Bowles, Inc.
Massey, Curt Time	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day-Tablets)	CBS MBS	Geoffrey Wade Advertising Cockfield, Brown & Co., Ltd. (Canada)
Meet Corliss Archer	Electric Company's Advertising Program (Institutional)	ABC	N. W. Ayer and Son, Inc.
Meet Millie	Co-operative Sponsors	CBS	
Meet the Missus	Leslie Salt Co. (Salt)	CBS	Long Advertising Service
Meet the Music	The Whitehouse Co. (18 Top Hit Records)	CBS	Victor & Richards, Inc.
Mercer, Johnny Show	The Murine Co. (Murine)	CBS	B.B.D. & O.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	Texas Co. (Gasoline and motor oils)	ABC	Kudner Agency, Inc.
Mexican Pan-American	Continental Mfg. Co. (Lifetime Batteries)	CBS	W. H. Hunt Associates
Modern Romances	Ex-Lax, Inc. (Ex-Lax, Jests)	ABC	Warwick & Legler, Inc.
Monday Morning Headlines	P. Lorillard and Co. (Embassy Cigarettes)	ABC	Young and Rubicam
Movie Quiz	General Mills, Inc. (Kix cereal)	MBS	Tatham-Laird, Inc.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. (Colgate Toothpaste, Halo Shampoo, Palmolive Shampoo, Veto)	CBS	Sherman & Marquette, Inc. Spitzer & Mills, Ltd. (Canada)
Mr. Information	National Biscuit Co. (Dog Biscuits)	CBS	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	Co-operative Sponsors	CBS	
Murrow, Edward R. News	Co-operative Sponsors	CBS	
Music with Hormel Girls	Geo. A. Hormel & Co. (Meats & Meat Products)	CBS	B.B.D. & O., Inc.
My Friend Irma	Co-operative Sponsors	CBS	
My Little Margie	Philip Morris Co., Ltd. (Cigarettes)	MBS	The Biow Co., Inc.
My True Story	Sterling Drug Co. Inc. (Haley's M. O., ZBT, other products)	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Theater	Sterling Drug, Inc. (Bayer aspirin, Phillips Milk of Magnesia, Molle Shaving Cream, other products)	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. (Farm Equipment)	NBC	Bert S. Gittins Advertising
National Golf Tournament	Time, Inc. (Time Magazine)	CBS	Young & Rubicam, Inc.
NBC Symphony	Socony-Vacuum Oil Co. (Institutional)	NBC	Compton Advertising, Inc.
New York Philharmonic Symphony	Willys Overland, Inc. (Willys Cars & Trucks)	CBS	Ewell & Thurber Associates Spitzer & Mills, Ltd. (Canada)
News of the World	Miles Laboratories, Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advertising
News of Tomorrow	Wine Corp. of America (Mogen David Wine)	ABC	Weiss and Geller, Inc.
Norman, Phil	Leslie of California (Toys)	CBS	M. B. Scott & Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Norwell Gillespie Ortho Garden Guide	California Spray Chemical Co. (Ortho Garden Sprays)	NBC	McCann-Erickson, Inc.

O

Official Detective	Co-operative Sponsors	MBS	
Old Fashioned Revival Hour	Gospel Broadcasting Assn. (Institutional)	ABC	R. H. Alber Co.
On Stage, with Cathy & Elliott Lewis	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
On the Line with Bob Considine	Mutual Benefit Health & Accident Assoc. of Omaha (Insurance)	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. (Cactine, Alka-Seltzer, Tabcin, Nervine, One-a-Day Vitamins)	NBC	Geoffrey Wade Advertising
Orange Bowl Football Game	Gillette Co. (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. (Anacin, Chef Boy-Ar-Dee Foods, Heet, Kolynos, Melaclose, Sperti Biodyne)	CBS	Young & Rubicam, Inc.
Our Miss Brooks	Colgate-Palmolive Co. (Chlorophyll Tooth Paste, Palmolive Soap, Shave Cream)	CBS	Ted Bates & Co. Spitzer & Mills, Ltd. (Canada)

P

Packard Spotlights the News	Packard Motor Co. (Cars)	ABC	Maxon, Inc.
Parson's, Louella Show	Colgate-Palmolive Co. (Lustre Creme Shampoo)	CBS	Lennen & Newell, Inc. Harry E. Foster Adv. Ltd. (Canada)
Paul, Les & Mary Ford at Home	Lambert Co. (Listerine Antizyme and Antiseptic)	CBS	Lambert & Feasley, Inc.
Pearson, Drew	Carter Products, Inc. (Arrid, Nair, Carter's Little Liver Pills)	ABC	Ted Bates and Co.
People Are Funny	Mars, Inc. (Candy Bars)	CBS	Leo Burnett Co., Inc.
	Amana Refrigeration, Inc. (Food Freezers)		Maury, Lee & Marshall
Peterson, Elmer	Co-operative Sponsors	NBC	
Philco Radio Playhouse	Philco Corp. (Radios, refrigerators, home freezer units, air conditioning units)	ABC	Hutchins Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Philip Morris Playhouse	Philip Morris & Co., Ltd. (Cigarettes)	CBS	The Biow Co., Inc.
Preakness Race	Schick, Inc.	CBS	Kudner Agency, Inc.
Presidential Inauguration Day Program	Packard Motor Car Co.	CBS	Maxon, Inc.
Prizefights (Carl Olson vs. Randy Turpin)	Pabst Sales Co. (Beer)	CBS	Warwick & Legler, Inc.
Progress	Chrysler Corp. (Cars)	CBS	McCann-Erickson, Inc.
Pure Oil News Time	The Pure Oil Co. (Petroleum products)	NBC	Leo Burnett Co., Inc.

Q

Queen for a Day	Co-operative Sponsors	MBS	

R

Radio Bible Class	Radio Bible Class	ABC, MBS	John M. Camp and Co.
The Railroad Hour	Association of American Railroads (Institutional)	NBC	Benton & Bowles, Inc.
Renfro Valley Gatherin'	General Foods Corp.	CBS	Foote, Cone & Belding
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett and Co.
Richfield Reporter	Richfield Oil Corp. (Gasoline, motor oil)	NBC	Hixson-Jorgensch, Inc.
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Prell)	NBC	Dancer-Fitzgerald-Sample, Inc.
Ring, Bill Show	General Mills, Inc. (Rex, Red Star, Pura-Snow, other products)	ABC	Knox Reeves Advertising
Road of Life	Procter & Gamble Co. (Crisco, Ivory Soap)	NBC CBS	Compton Advertising Inc.
Robert Q.'s Waxworks	Webster Chicago Corp. (Record Players)	CBS	Fuller & Smith & Ross, Inc.
Roberts, Dr. Oral	Healing Waters, Inc. (Institutional)	ABC	White Advertising Agency
Rogers of the Gazette	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.
Rogers, Roy	General Foods Corp. (Post Cereals)	NBC	Benton & Bowles, Inc.
Romance of Helen Trent	Amercian Home Products Corp. (Aero Wax, Bisodol, Black Flag, Chef Boy-Ar-Dee Foods, Heet, Sperti Biodyne, Wizard Wick)	CBS	Geyer Agency
Rose Bowl (football game)	Gillette Safety Razor Co.	NBC	Maxon, Inc.
Rosemary	Procter & Gamble Co. (Ivory Soap)	CBS	Benton & Bowles, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ross, Lanny Show	J. R. Wood & Sons, Inc. (Jewelry)	MBS	B.B.D. & O.

S

Salute to a Star	General Products Corp. (Looz Reducing Tablets)	CBS	Dean Simmon's
Sanka Salutes with Win Elliott	General Foods Corp.	CBS	Young & Rubicam, Inc.
Santa Anita Race	Republic Van & Storage Co., Inc. (Transportation and services)	CBS	Dan Lawrence Agency
Second Chance	Lewis-Howe Co. (Tums)	NBC	Ruthrauff & Ryan, Inc.
Second Mrs. Burton	General Foods Corp. (Corn-Fetti, Instant Maxwell House Coffee, Swansdown Cake Flour)	CBS	Young & Rubicam, Inc.
Sgt. Preston of the Yukon	Quaker Oats Co. (Quaker puffed grains)	MBS	Sherman & Marquette, Inc.
Shadel, Bill and the News	Campana Sales Co. (Italian Balm, Solitair Make-up and Lipstick)	CBS	Wallace-Ferry-Hanly Co.
Shadow, The	Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)	MBS	B.B.D. & O.
	Sylvania Elec. Prod. Inc. (TV and radio sets)		Roy S. Durstine, Inc.
Shore, Dinah	Chevrolet Motor Div. of General Motors Corp. (Cars, trucks, parts and services)	NBC	Campbell Ewald Co.
Silver Eagle	General Mills, Inc. (Wheaties, Cheerios, Kix, and other products)	ABC	Knox Reeves Advertising, Inc.
Six Shooter	Coleman Co., Inc. (Gas heating and household appliances)	NBC	N. W. Ayer & Son, Inc.
Skelton, Red	Co-operative Sponsors	NBC	
Sky King	Derby Foods, Inc. (Peter Pan peanut butter, salted peanuts, Derby line of canned meats and specialties)	MBS	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co., Inc.	ABC	Leo Burnett Co., Inc.
Space Patrol	Ralston Purina Co. (Rich Chex, Ry-Krisp and other products)	ABC	Gardner Advertising Co.
Spillane, Mickey	Co-operative Sponsors	MBS	

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sports Today with Bill Stern	Anheuser-Busch, Inc. (Beer)	ABC	D'Arcy Advertising Co.
Sports "Ten" with Harry Wismer	Philip Morris Co. (Cigarettes and tobacco products)	MBS	The Biow Co.
Standard Hour, The	Standard Oil Co. of California (Petroleum products)	NBC	B.B.D. & O.
Stars Over Hollywood	Carnation Co. (Evaporated Milk)	CBS	Erwin, Wasey & Co., Inc.
Star Story Time	Mayflower Warehousemen's Association (Transprotation and moving)	CBS	Virgil A. Warren Advertising
Stone, Paula Show	Naumkeag Steam Cotton Co. (Pequot sheets and pillow cases)	MBS	Jackson & Co.
Stroy's, Ralph Backyard	Pan American Coffee Bureau (Institutional)	CBS	Cunningham & Walsh, Inc.
	Best Foods Co. (Nucoa, Mayonnaise)		Benton & Bowles, Inc.
Squad Room	Co-operative Sponsors	MBS	
Strike It Rich	Colgate-Palmolive Co. (Halo, dental cream, Palmolive Soap, Fab)	NBC	William Esty Co., Inc.
Sunoco Three Star Extra	Sun Oil Co. (Oil, fuel oil, Sunoco Gas)	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Sunshine Sue	Corn Products Sales Co. (Niagara Starch, Karo Syrup)	CBS	C. L. Miller Co., Inc.
Super Noodle Show	I. J. Grass Noodle Co., Inc. (Noodles & Soup Mix)	CBS	Phil Gordon Agency, Inc.
Suspense	Electric Auto-Lite Co. (Spark Plugs, Batteries)	CBS	Cecil & Presbrey, Inc. Ruthrauff & Ryan, Inc. (Canada) National Export Adv. Service Inc. (Hawaii)
Swayze, John Cameron	Co-operative Sponsors	NBC	

T

Take a Number	Co-operative Sponsors	MBS	
Tarzan	General Foods Corp. (Krinkles, Post Toasties)	CBS	Foote, Cone & Belding
Taylor, Mary Lee	Pet Milk Co. (Pet Milk, Sego Milk)	NBC	Gardner Advertising Co. Gillham Advertising Agency, Inc.
Telegram for You	Western Union	ABC	Albert-Frank-Gunther Law, Inc.
Tennessee Ernie	Toni Co. (Toni Home Permanent, White Rain, Tonette)	ABC	Weiss and Geller, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Evening Comes	Thomas Nelson and Sons (Revised Standard Version of the Bible)	ABC	B.B.D. & O.
The Telephone Hour	Bell Telephone System (Institutional)	NBC	N. W. Ayer & Son, Inc.
The Whistler	Signal Oil Co. (Gas, Oil)	CBS	Barton A. Stebbins Agency
The World Today	Co-operative Sponsors	CBS	
Theatre Guild on the Air	U. S. Steel Corp. (Institutional)	NBC	B.B.D. & O.
Theatre of Today	Cream of Wheat Corp. (Cereal)	CBS	B.B.D. & O.
This Farming Business	Skelly Oil Co. (Petroleum products)	NBC	Henri, Hurst & McDonald
This is Nora Drake	Co-operative Sponsors	CBS	
Thomas, Lowell, News	Co-operative Sponsors	CBS	
Thomas, Shirley from Hollywood	Lewis Food Co. (Dog and cat foods)	CBS	Rockett-Lauritzen
Thompson, Hank & His Brazos Valley Boys	Flagstaff Brewing Corp. (Beer)	MBS	Dancer-Fitzgerald-Sample, Inc.
Time for Betty Crocker	General Mills, Inc. (Flour, cake mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Time for Love, with Marlene Dietrich	Andrew Jergens Co. (Lotion, face cream)	CBS	Robert W. Orr & Associates, Inc.
Tinney, Cal	General Mills, Inc. (Flour, cake mix, cheerios)	ABC	Dancer-Fitzgerald-Sample, Inc.
Titus, Moody	Emerson Drug Co. (Bromo-Seltzer)	MBS	Lennen & Newell, Inc.
	Wildroot Co., Inc. (Wildroot toilet preparations and Frostilla lotion)		B.B.D. & O.
Top of the Morning	Bank of America National Trust & Savings Assn. (Banking Services)	CBS	Chas. R. Stuart Advertising
Trout, Robert	Ford Motor Co. (Cars)	CBS	J. Walter Thompson Co.
True Detective Mysteries	Motorola, Inc. (Radios and TV sets)	MBS	Aubrey, Finlay, Marley & Hodgson, Inc.
	Williamson Candy, Inc. (Oh Henry candy bars)		
Turn to a Friend	Toni Co. (Prom Home Permanent, White Rain)	ABC	Leo Burnett Co.
Truth or Consequences	Pet Milk Co. (Evaporated Milk, Sego Milk)	NBC	Gardner Advertising Gillham Advertising Agency, Inc.
Twenty Questions	Co-operative Sponsors	MBS	
Twenty-fifth Annual Academy Awards Presentation	RCA Victor Div. (All products and services)	NBC	J. Walter Thompson Co.
21st Precinct	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS MBS	Lennen & Newell, Inc.

U

Utley, Clifton and the News	Onondaga Pottery Co. (China and Pottery)	NBC	Barlow Advertising Agency, Inc.

V

Vaile, Dave, News	Metropolitan Life Insurance Co.	CBS	Young & Rubicam, Inc.
Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman and Assoc.
Vicks News with Ed Pettitt	Vick Chemical Co. (Vicks cough drops, syrup and VapoRub	MBS	Morse International, Inc.
Visitin' Time	Morton Salt Co.	CBS	Klau-Van Pieterson-Dunlap Associated, Inc.
Vitalis Warm-up	Bristol-Myers Co. (Vitalis)	MBS	Doherty, Clifford, Steers & Shenfield, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. (Tires and tubes)	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy, Inc. (Religious talks)	MBS ABC	Western Advertising, Inc.

W

Wakely, Jimmy Show	Co-operative Sponsors	CBS	
Walk a Mile	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS NBC	Wm. Esty Co., Inc.
Weekend	B. R. Goodrich Co. (Tires and tubes)	NBC	B.B.D. & O.
Welcome Travelers	Procter & Gamble Co. (Lava, Spic & Span, Joy, Prell, Cheer, Gleem)	NBC	The Biow Co., Inc.
Wendy Warren and the News	General Foods Corp. (Maxwell House Coffee, Post Bran Flakes)	CBS	Benton & Bowles
What's My Line?	Jules Montenier, Inc. (Deodorant)	CBS	Earle Ludgin & Co. Ronlads Adv. Agency, Ltd.
Wheaties Scoreboard	General Mills, Inc. (Wheaties)	MBS	Knox-Reeves Advertising
When a Girl Marries	Co-operative Sponsors	ABC	
Whispering Streets	General Mills, Inc. (Flour, cake mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
	Toni Co. (Prom Home Permanent)		Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg Co. (All products)	MBS	Leo Burnett Co., Inc.
Wills, Johnnie Lee	General Mills Co., Inc. (Sperry Div.—Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Winchell, Walter	Carters Products (Nair, Arrid, Rise cream) Gruen Co. (Watches)	ABC	McCann-Erickson, Inc.
Wings of Healing	Wings of Healing (Religion)	MBS	Century Advertising Agency
Wittnauer Choraliers	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett Co., Inc. Desbarats Adv. Agency Ltd. (Canada)
Wizard of Odds	The Toni Co. (Prom Home Permanents)	CBS	Leo Burnett Co.
	Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes)		Scheideler, Beck & Werner, Inc.
Woman in My House	Manhattan Soap Co., Inc. (Sweetheart Soap, Blu-White Flakes)	NBC	Scheideler, Beck & Werner, Inc.
Women's News Desk	Hills Brothers Coffee, Inc. (Coffee)	CBS	N. W. Ayer & Sons, Inc.
Wonderful City	Holland Furnace Co. (Furnace and furnace cleaning)	MBS	Lindeman Advertising
World Music Festivals	Willys-Overland Motors, Inc. (Willys Cars and trucks)	CBS	Ewell & Thurber Associates Spitzer & Mills, Ltd. (Canada)
World Tomorrow	Radio Church of God	ABC	Huntington, Parmelee Advertising

Y

Years of Crisis; Frank Goss, News	American Safety Razor Corp. (Silver Star Blades, Razors)	CBS	McCann-Erickson, Inc.
You Bet Your Life	DeSoto Motor Corp., Div. of Chrysler Corp. (Cars and services)	NBC	B.B.D. & O.
Young Dr. Malone	Procter & Gamble Co. (Crisco, Joy)	CBS	Compton Advertising Inc.
Young Widder Brown	Sterling Drug, Inc. (All Products)	NBC	Dancer-Fitzgerald-Sample, Inc.
Young's, Pepper Family	Procter & Gamble Co. (Ajax, Vel, toothpaste)	NBC	William Esty Co., Inc.
Your Hit Parade	American Tobacco Co. (Lucky Strike Cigarettes)	NBC	B.B.D. & O.
Your Land and Mine	General Motors Corp. (Cars and automotive services)	ABC	Kudner Agency, Inc.
Your Top Tunes	Poundex Products (Poundex)	NBC	Ruthrauff & Ryan, Inc.
Yours Truly, Johnny Dollar	Wm. Wrigley, Jr. Co. (Spearmint Chewing Gum)	CBS	Arthur Meyerhoff & Co. J. Walter Thompson Co., Ltd. (Canada)

COMMERCIAL TV PROGRAMS—1953

(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1953. The programs listed are for the 12-month period ending Dec. 31, 1953. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Adventures of Ozzie and Harriet	Hotpoint Co. (Refrigerators, household appliances)	ABC-TV	Maxon, Inc.
	Lambert Co. (Toothpaste, antiseptic)		Lambert & Feasley, Inc.
Aldrich Family	Campbell Soup Co. (Soups)	NBC-TV	Ward Wheelock Co.
All Star Baseball Game	Gillette Safety Razor Co. (Safety Razors)	NBC-TV	Maxon, Inc.
All Star Revue	Co-operative Sponsors (Surgical Dressings, Evaporated Milk, Studebaker)	NBC-TV	
Armstrong's Circle Theatre	Armstrong Cork Co. (Linoleum, Building materials)	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Autry, Gene	Wm. Wrigley, Jr. Co. (Doublemint Gum)	CBS-TV	Ruthrauff & Ryan, Inc.

B

Barber, Red	Commercial Solvents Corp. (Peak & Norway Anti-Freeze)	CBS-TV	Fuller & Smith & Ross, Inc.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil & Presbrey, Inc.
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.
Best of Groucho	DeSoto Div., Chrysler Corp. (Automobiles)	NBC-TV	B.B.D. & O.
Beulah	Procter & Gamble Co. (Dreft, Oxydol)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Big Town	Lever Bros. Co. (Rinso, Chlorodent, Shadow wave)	CBS-TV	McCann-Erickson, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Blind Date	Hazel Bishop, Inc. (Cosmetics)	DuMont	Raymond Spector Co., Inc.
	The Toni Co. (Hair preparations)		Weiss & Geller, Inc.
Blue Ribbon Bouts	Pabst Sales Co. (Beer)	CBS-TV	Warwick & Legler, Inc.
Bonino	Lady Esther, Ltd. (Cosmetics)	NBC-TV	The Biow Co., Inc.
	Philip Morris & Co. Ltd. Inc. (Dunhill Cigarettes)		
Both Sides	A. F. of L. (Institutional)	ABC-TV	Furman, Feiner & Co.
Boxing from Eastern Parkway	Co-operative Sponsors	DuMont	
Break the Bank	Co-operative Sponsors (Deodorant Pads, Associated Products, Baby Foods)	NBC-TV	
Broadway to Hollywood	Tide Water Associated Oil Co. (Tydol)	DuMont	Lennen & Newell, Inc.
Buick-Berle Show	General Motors Corp. (Buick)	NBC-TV	Kudner Agency, Inc.
Buick Circus Hour	Buick Motor Div., General Motors Corp. (Automobiles)	NBC-TV	Kudner Agency, Inc.
Burns & Allen	Carnation Co. (Evaporated Milk)	CBS-TV	Erwin, Wasey & Co.
	B. F. Goodrich Co. (Tires)		B.B.D. & O.
Buttons, Red Show	General Foods Corp. (Instant Maxwell House Coffee, Gaines Dog Food)	CBS-TV	Benton & Bowles, Inc.

C

Camel News Caravan	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC-TV	William Esty Co., Inc.
Campbell Soundstage	Campbell Soup Co. (Soups, Pork & Beans)	NBC-TV	Ward Wheelock Co.
Candid Camera	Hazel Bishop (Cosmetics)	NBC-TV	Raymond Spector Co., Inc.
Captain Video	General Foods Corp. (Post Cereals)	DuMont	Benton & Bowles, Inc.
Cavalcade of America	E. I. DuPont de Nemours, Inc. (Institutional)	NBC-TV ABC-TV	B.B.D. & O.
Cavalcade of Sports	Gillette Safety Razor Co. (Razors, Blades)	NBC-TV	Maxon, Inc.
Chance of a Lifetime	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars)	DuMont, ABC-TV	Lennen & Newell, Inc.
Chrysler Medallion Theatre	Chrysler Corp. (Automobiles)	CBS-TV	B.B.D. & O.
Club Embassy	P. Lorillard Co. (Tobacco Products)	NBC-TV	Lennen & Newell, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Coke Time	Coca-Cola Co.	NBC-TV	D'Arcy Agency
Colgate Comedy Hour	Colgate-Palmolive-Peet Co. (Soap, Dental Cream)	NBC-TV	Sherman & Marquette, Inc.
Colonel Humphrey Flack	American Chicle Co. (Clorets Gum)	DuMont	Dancer-Fitzgerald-Sample, Inc.
	Allen B. DuMont Laboratories, Inc. (Tele-sets)		
Comeback Story	EKCO Products Co. (Kitchen Utensils)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Como, Perry Show	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh, Inc.
Crosby, Bob Show	American Dairy Assn. (Milk products)	CBS-TV	Campbell-Mithun, Inc.
	Tappan Stove Co. (Stoves)		Ketchum, McLeod & Grove, Inc.
D			
Daly, John and the News	American Home Products Corp. (Anacin, Bisodol, Kolynos, Mills Cold Tablets)	ABC-TV	The Biow Co.
	Realemon Puritan Co. (Realemon juice products)		Schwimmer & Scott, Inc.
Danger	Block Drug Co. (Amm-I-Dent toothpaste)	CBS-TV	Cecil & Presbrey, Inc.
Ding Dong School	Co-operative Sponsors (Paper, Scotch Tape)	NBC-TV	
Dixon, Paul Show	Vitamin Corp. of Amreica (Rybutol)	DuMont	Kastor, Farrell, Chesley & Clifford, Inc.
	River Brand Rice Mills, Inc.		Donahue & Coe, Inc.
	Scholl Manufacturing Co. (Foot Aids)		
Dollar A Second	Mogen David Wine Corp.	DuMont	Weiss & Geller, Inc.
Doorway to Danger	American Cigarette & Cigar Co., Inc. (Pall Mall Cigarettes)	ABC-TV NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Double or Nothing	Campbell Soup Co. (Soups)	CBS-TV	Ward Wheelock Co.
Down You Go	Helene Curtis Industries, Inc. (Spraynet)	DuMont	Ruthrauff & Ryan, Inc.
	Carter Products, Inc. (Arrid, Rise, Nair)		Ted Bates and Co., Inc.
Douglas Edwards with the News	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	General Motors (Oldsmobile Cars)		D. P. Brother & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dragnet	Liggett & Myers Tobacco Co. (Fatima & Chesterfield Cigarettes)	NBC-TV	Cunningham & Walsh, Inc.

E

Erwin, Stu	General Mills, Inc. (Wheaties, Gold Medal flour)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Ethel and Albert	Sunbeam Corp. (Electrical appliances)	NBC-TV	Perrin-Paus Co.

F

Faith for Today	Faith for Today, Inc. (Institutional)	ABC-TV	Rockhill Co.
Fifty Years Forward	Ford Motor Co. (Ford Division)	NBC-TV	Kenyon & Eckhardt, Inc.
Fireside Theatre	Procter & Gamble Co. (Ivory Soap, Crisco)	NBC-TV	Compton Advertising, Inc.
First Person (1st Person)	Gulf Oil Corp. (Gasoline, Oil)	NBC-TV	Young & Rubicam, Inc.
Fisher Body Craftsman's Guild Annual	Scholarship Awards Dinner (Fisher Body, Division of General Motors Corp.)	NBC-TV	Kudner Agency, Inc.
Ford Theatre	Ford Motor Co. (Automobiles, trucks)	NBC-TV	J. Walter Thompson Agency
Four Star Playhouse	Singer Sewing Machine Co.	CBS-TV	Young & Rubicam, Inc.
Froman, Jane, The Show	General Electric Lamp Division (GE Lamps)	CBS-TV	B.B.D. & O.

G

Game of the Week	Falstaff Brewing Corp. (Beer)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Garroway, The Show	Pontiac Motor Division, General Motors (Cars, parts, service)	NBC-TV	MacManus, John & Adams, Inc.
General Electric Theater	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Gleason, Jackie Show	Schick, Inc. (Electric shavers)	CBS-TV	Kudner Agency, Inc.
	Nestle Co., Inc. (Nescafe)		Sherman & Marquette
	W. A. Sheaffer Pen Co. (Fountain Pens)		Russel M. Seeds Co.
Godfrey, Arthur and his Friends	The Toni Co. (Toni Home Permanent)	CBS-TV	Weiss & Geller, Inc.
	Pillsbury Mills, Inc. (Cake and bread mixes)		Leo Burnett Co., Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)		Cunningham & Walsh, Inc.
Godfrey's, Arthur Talent Scouts	Thomas J. Lipton, Inc. (Tea, soup mixes)	CBS-TV	Young & Rubicam, Inc.
Godfrey, Arthur Time	Esquire Boot Polish, Omaha Mutual Insurance, Snow Crop Frozen Food Products, Kleenex, Pepsodent Dentifrices, Toni Home Permanent, Frigidaire Home Appliances, Kellogg Cereals	CBS-TV	
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. (Tires)	NBC-TV	Young & Rubicam, Inc.
Greatest Fights of the Century	Chesbrough Mfg. Co. (Vaseline Hair Tonic)	NBC-TV	Cayton, Inc.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz Crisco)	CBS-TV	Compton Advertising, Inc.

H

Hail the Champ	Fred W. Amend Co. (Chuckles, Spice drops)	ABC-TV	Henri, Hurst & McDonald
Hallmark Theatre	Hall Bros. Inc. (Greeting Cards)	NBC-TV	Foote, Cone & Belding
Happy's Party	Florida Citrus Commission (Fruits)	DuMont	J. Walter Thompson Co.
Harvey, Paul, News	Burton-Dixie Corp. (Sleep products)	ABC-TV	Turner Advertising
Hawkins Falls	Lever Bros. Co. (Surf)	NBC-TV	N. W. Ayer & Son, Inc.
Hayes, Gabby Show	Minute Maid Corp. (Orange juice)	NBC-TV	Ted Bates & Co.
	Quaker Oats Co. (Cereal)		Sherman & Marquette, Inc.
Hickman, Herman Show	General Cigar Co. (Robert Burns Cigars)	NBC-TV	Donahue & Coe
Hollywood Opening Night	Pearson Pharmacal Co. (Chlorophyll Tablets & Eyedrops)	NBC-TV	Harry B. Cohen Advertising Co., Inc.
Hollywood Screen Test	Ironite, Inc. (Home Appliances)	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Hope, Bob, Show	General Foods, Corp. (Minute Rice, Jello)	NBC-TV	Young & Rubicam, Inc.
Hour of Decision	Billy Graham Evangelistic Assn. (Institutional)	ABC-TV	Walter F. Bennett
Howdy-Doody	Co-operative Sponsors (Dental Cream, Bread, International shoes, Grape juice, Puddings, Cereals, Candy Bars)	NBC-TV	

I

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
I'll Buy That	Seeman Bros. Inc. (Airwick, Nylast)	CBS-TV	Wm. H. Weintraub & Co., Inc.
I Love Lucy, Starring Lucille Ball	Philip Morris Co. (Cigarettes)	CBS-TV	The Biow Co.
I Married Joan	General Electric (Appliances)	NBC-TV	Young & Rubicam, Inc.
Inspector Mark Sabre	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavalier Cigarettes)	CBS-TV	Wm. Esty Co., Inc.

J

Jamie	Duffy-Mott Co., Inc. (Mott apple products)	ABC-TV	Young & Rubicam
	EKCO Products Co. (Kitchen Utensils)		Dancer-Fitzgerald-Sample, Inc.
Jessel, George Show	Co-operative Sponsors	ABC-TV	
Judge for Yourself	P. Lorillard Co.	NBC-TV	Lennon & Newell, Inc.
Juvenile Jury	Pharmaceuticals, Inc. (Geritol)	CBS-TV	Edward Kletter Associates, Inc.
	Serutan Co. (R.D.X.)	NBC-TV	

K

Keep Posted	Curtis Publishing Co. (Saturday Evening Post)	DuMont	B.B.D. & O.
Kraft Television Theatre	Kraft Foods Co. (Kraft cheeses and other products)	NBC-TV ABC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie	Radio Corp of America (R.C.A. Products and/or Service)	NBC-TV	J. Walter Thompson Agency

L

Lash of the West	Reymer & Bros. Inc. (Soft drinks)	ABC-TV	Ketchum, McCleod & Grove
Leave It to the Girls	Ex-Lax, Inc. (Ex-Lax, Jests)	ABC-TV	Warwick & Legler, Inc.
Letter to Loretta	Procter & Gamble (Tide)	NBC-TV	Benton & Bowles, Inc.
Life Begins at Eighty	The Serutan Co. (Serutan, Geritol)	DuMont	Edward Kletter Associates, Inc.
Life is Worth Living	Admiral Corp. (Household appliances)	DuMont	Erwin, Wasey & Co., Inc.
Life with Father and Mother	S. C. Johnson & Son, Inc. (Cleaners)	CBS-TV	Needham, Louis & Brorby, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Life With Riley	Gulf Oil Corp. (Gas, Oil)	NBC-TV	Young & Rubicam, Inc.
Linkletter's, Art House Party	Green Giant Co. (Vegetable products)	CBS-TV	Leo Burnett Co., Inc.
	Lever Bros. (Surf)		
	Pillsbury Mills, Inc. (Bread and cake mixes)		B.B.D. & O.
	Kellogg Co. (Cereals)		Leo Burnett Co., Inc.
Live Like a Millionaire	Charles Antell, Inc. (Hair preparations)	ABC-TV	Television Advertising Associates
Lone Ranger	General Mills, Inc. (Cereals)	CBS-TV ABC-TV	Dancer-Fitzgerald-Sample, Inc. Knox Reeves Advertising, Inc.
Longines Chronoscope	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Christmas Day Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Longines-Wittnauer Thanksgiving Day Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett Co.
Lov of Life	American Home Products Corp. (Anacin, Bi-sodol, Heet, Kriptin)	CBS-TV	The Biow Co., Inc.
Lux Video Theatre	Lever Bros. Co. (Lux products)	CBS-TV	J. Walter Thompson Co.

M

Mack's, Ted Original Amateur Hour	Pet Milk Co. (Evaporated Milk)	NBC-TV	Gardner Advertising Co.
Make Room for Daddy	American Tobacco Co. (Lucky Strike Cigarettes)	ABC-TV	B.B.D. & O.
	Speidel Corp. (Watchbands)		Sullivan, Stauffer, Colwell & Bayles, Inc.
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel & Cavalier Cigarettes)	NBC-TV, DuMont	William Esty Co., Inc.
Man Behind the Badge	Bristol Myers Co. (Sal Hepatica, Ipana, Bufferin, Vitalis, Mum)	CBS-TV	Doherty, Clifford, Steers & Shenfield, Inc.
March of Medicine	Smith, Kline & French Laboratories	NBC-TV	Doremus-Eshleman Co.
Martin Kane	United States Tobacco Co. (Model & other Tobaccos)	NBC-TV	Kudner Agency, Inc.
Meet Mr. McNutley	General Electric Co. (TV and Radio sets, small appliances)	CBS-TV	Maxon, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Meet the Press	Revere Copper & Brass Inc. (Copper, Brass, Steel Products)	NBC-TV	St. Georges & Keyes, Inc.
Meet Your Congress	Benrus Watch Co.	Dumont	Cecil & Presbrey, Inc.
Montgomery, Robert Presents	S. C. Johnson & Sons, Inc. (Polishes)	NBC-TV	Needham, Louis & Brorby, Inc.
Montgomery, Robert Presents Your Lucky Strike Theatre	American Tobacco Co. (Lucky Strike Cigarettes)	NBC-TV	B.B.D. & O.
Moore, Garry Show	Ballard Biscuits, Rit, Shinola, Gro-Pup, Hoover Vacuum Cleaners, Masland Rugs, Cat's Paw Heels, Uncle Ben's Converted Rice, Swift'ning, Norge Products, Purex Dry Bleach	CBS-TV	
Motorola TV Theatre	Motorola, Inc. (Radios and TV receivers)	ABC-TV	Ruthrauff & Ryan, Inc.
Mr. Peepers	Reynolds Metals Co. (Aluminum & Aluminum Products)	NBC-TV	Russell M. Seeds Co.
Murray, Arthur Dance Party	Consolidated Royal Chemical Corp.	NBC-TV	Dancer-Fitzgerald-Sample, Inc.
	Arthur Murray School of Dancing	DuMont	Ruthrauff & Ryan, Inc.
My Favorite Husband	International Silver Co. (Silverware)	CBS-TV	Young & Rubicam, Inc.
	Simmons Co. (Beauty-Rest, Hide-A-Bed)		
My Friend Irma	Brown & Williamson Tobacco Corp. (Kool Cigarettes)	CBS-TV	Ted Bates & Co.
My Hero	Philip Morris & Co., Ltd. (Cigarettes)	NBC-TV	Biow Co., The
My Little Margie	Scott Paper Co.	NBC-TV	J. Walter Thompson Agency

N

Name's the Same	American Chicle Co. (Chiclets)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	S. C. Johnson & Son, Inc. (Waxes)		Needham, Louis & Brorby, Inc.
	C. A. Swanson & Sons (Canned and frozen meat products)		Tatham & Laird
N.C.A.A. Football Game	General Motors Corp.	NBC-TV	Kudner Agency, Inc.

O

Oldsmobile Press Box Review	General Motors Corp. (Oldsmobile Division)	NBC-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Omnibus	American Machine & Foundry Co. (Machinery)	CBS-TV	Fletcher D. Richards, Inc.
	Greyhound Corp. (Transportation)		Beaumont & Hohman, Inc.
	Scott Paper Co. (Cut-Rite and Scotties)		J. Walter Thompson Co.
On The Line With Considine	Mutual Benefit Health & Accident Assoc. of Omaha	NBC-TV	Ted Bates & Co.
On Your Account	Procter & Gamble	NBC-TV	Benton & Bowles
On Your Way	Welch Wine Div., Quality Importers, Inc. (Welch's Wine)	DuMont	Monroe Greenthal, Inc.
Orchid Award	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)	ABC-TV	Ted Bates
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Sanka, Instant Sanka Coffee)	CBS-TV	Young & Rubicam, Inc.

P

Palm Beach Golf Tournament	Palm Beach Co. (Men's Suits)	DuMont	Ruthrauff & Ryan, Inc.
Pantomime Quiz	Benson & Hedges, Inc. (Parliament Cibarettes)	DuMont	Benton & Bowles, Inc.
Pepsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person to Person	American Oil Co. (Amoco Gasoline—east)	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer—midwest)		Campbell-Mithun, Inc.
Philco Television Playhouse	Philco Corp. (Radios, TV Sets, Refrigerators)	NBC-TV	Hutchins Advertising Co., Inc.
Philip Morris Playhouse	Philip Morris & Co. (Cigarettes)	CBS-TV	The Biow Co., Inc.
Place the Face	The Toni Co. (Prom, White Rain shampoo)	CBS-TV	Leo Burnett Co., Inc.
	Carter Products, Inc. (Arrid, Rise, Nair)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Plainclothes Man	Larus and Brother, Co., Inc. (Holiday Cigarettes, Edgeworth Tobacco)	DuMont	Warwick & Legler, Inc.
	Carter Products (Arrid, Rise, Nair)		Ted Bates & Co., Inc.
Plymouth Playhouse	Plymouth Div. of Chrysler Corp. (Cars)	ABC-TV	N. W. Ayer & Son, Inc.
Peter Potter Show	Hazel Bishop (Cosmetics)	ABC-TV	Raymond Spector Co., Inc.
Pride of the Family	Armour & Co. (Dial soap and shampoo)	ABC-TV	Foote, Cone & Belding
	Bristol-Myers Co. (Ipana, Vitalis)		Young & Rubicam

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV NBC-TV	B.B.D. & O.
Professional Football Games	Standard Oil Co. of Indiana (Gas and oil)	ABC-TV	McCann-Erickson
Professional Football Games	Westinghouse Electric Corp. (Household appliances)	DuMont	Ketchum, MacLeod & Grove, Inc.
	Miller Brewing Co. (Beer)		Mathisson & Associates, Inc.
	Brewing Corp. of America (Red Cap Ale)		Lang, Fisher & Stashower, Inc.
Professional Football Games	Wm. B. Scull Co. (Boscull Coffee)	DuMont	Lamb & Keen, Inc.
	Pittsburgh Zone Chevrolet Dealers (Cars)		Ketchum, MacLeod & Grove, Inc.
	Chester Ford Dealers (Cars)		J. Walter Thompson Co.

Q

Quick as a Flash	EKCO Products Co. (Kitchen Utensils)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	Thor Corp. (Washing Machines)		Henri, Hurst & McDonald

R

R. C. A. Victor Show Starring Dennis Day	Radio Corp. of America (Radios, TV sets, record players)	NBC-TV	J. Walter Thompson Agency
Rebound	Packard Motor Cor Co. (Cars)	DuMont	Maxon, Inc.
Revlon Mirror Theatre	Revlon Products Corp.	CBS-TV, NBC-TV	W. H. Weintraub Co., Inc.
Riviers Show	Roto-Broil Corp. (Broiler)	DuMont	Product Services, Inc.
Rocky King, Detective	American Chicle Co. (Clorets Gum)	DuMont	Dancer-Fitzgerald-Sample, Inc.
	Kreisler Manufacturing Co. (Watch Bands)		Foote, Cone & Belding, Inc.
	Pharmaceuticals, Inc. (Drug Products)		Edward Kletter Associates, Inc.
	Procter & Gamble, Inc. (Ivory Flakes)		Compton Advertising Co.
Rod Brown Rocket Ranger	General Foods Corp.	CBS-TV	Young & Rubicam, Inc.
Rootie Kazootie	Gordon Baking Co. (Silvercup bread)	ABC-TV	N. W. Ayer & Sons
	Walter H. Johnson Candy Co. (Power House candy bars)		Franklin Bruck Adv.
Rose Bowl Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roy Rogers Show	General Foods Corp. (Grape Nuts, Post Toasties, Sugar crisp)	NBC-TV	Benton & Bowles, Inc.

S

Saturday Nite Fights	Bayuk Cigars, Inc. (Phillies, Webster cigars)	ABC-TV	Ellington Adv. Agency
	S. C. Johnson & Son, Inc. (Wax products)		Needham, Louis & Brorby
Saturday Night Revue	Benrus Watch Co.	NBC-TV	Cecil & Presbrey, Inc.
	Griffin Manufacturing Co. (Shoe polish)		Bermingham, Castleman & Pierce, Inc.
	Bendix Home Appliances		Earl Ludgin & Co.
Saturday Night Wrestling	Co-operative Sponsors	DuMont	
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span)	CBS-TV	The Biow Co., Inc.
See It Now	Aluminum Co. of America (Alcoa Aluminum products)	CBS-TV	Fuller & Smith & Ross, Inc.
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Lennen & Newell, Inc.
Scott Music Hall	Scott Paper Co.	NBC-TV	J. Walter Thompson Agency
Shore, Dinah Show	Chevrolet Motor Div., General Motors (Cars, trucks, parts, service)	NBC-TV	Campbell-Ewald Co.
Short, Short Drama	Pepsi-Cola Co.	NBC-TV	The Biow Co., Inc.
Skelton, Red Show	Pharmaceuticals, Inc. (Geritol)	CBS-TV	Edward Kletter Associates, Inc.
	Procter & Gamble (Tide)	NBC-TV	Benton & Bowles, Inc.
Sky King	Derby Foods, Inc. (Peter Pan peanut butter)	ABC-TV	Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown shoes)	ABC-TV	Leo Burnett Co., Inc.
Smith, Kate Show	Co-operative Sponsors (Drugs, Foods, Household Products)	NBC-TV	
Space Patrol	Ralston-Purina Co. (Rice-Chex, Wheat-Chex, Ry-Krisp)	ABC-TV	Gardner Adv. Agency
Speidel Show	Speidel Corp. (Watch bands)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sports Reel	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Sports Showcase	Boyle-Midway, Inc. (Waxes and Polishes)	DuMont	Geyer Advertising, Inc.
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam, Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. (Soaps, cosmetics)	CBS-TV	Wm. Esty Co., Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Studio One	Westinghouse Electric Corp. (Kitchen appliances, radio, TV sets, Turbojet plane motors)	CBS-TV	McCann-Erickson, Inc.
Summer Theatre	Lambert Co. (Listerine products)	ABC-TV	Lambert & Feasley
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, Unguentine, Teedk)	CBS-TV	Benton & Bowles, Inc.
Super Circus	California Fruit Growers Exch. (Sunkist fruit)	ABC-TV	Foote, Cone & Belding
	Kellogg Co. (Cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (Candy)		
Suspense	Electric Auto-Lite Co. (Spark plugs, auto accessories)	CBS-TV	Cecil & Presbrey, Inc.

T

Talent Patrol	U. S. Army (Institutional)	ABC-TV	
Tales of Tomorrow	Jacques Kreisler Mfg. Corp. (Watchbands)	ABC-TV	Hirshon-Garfield, Inc.
Texaco Star Theatre	The Texas Co.	NBC-TV	Kudner Agency, Inc.
The Big Payoff	Colgate-Palmolive-Peet Co. (Toilet articles, soap)	CBS-TV NBC-TV	Wm. Esty Co., Inc. Ted Bates Co., Inc.
The Big Story	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Big Top	National Dairy Products Co. (Sealtest dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
The Doctor	Procter & Gamble Co. (Camay)	NBC-TV	Benton & Bowles, Inc.
The Goldbergs	Radio Corp. of America (RCA Products)	NBC-TV	J. Walter Thompson Co.
The Web	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam, Inc.
This is My Melody	A. C. Weber & Co. (Pfaff sewing machines)	ABC-TV	Bozell & Jacobs, Inc.
This Is Show Business	Carter Products Co. (Little Liver Pills, Arrid, Nair, Rise)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Schick, Inc. (Electric shavers)		Kudner Agency, Inc.
This Is Your Life	Hazel Bishop, Inc. (Cosmetics)	NBC-TV	Raymond Spector Co., Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Those Two	Procter & Gamble Co. (Tide, Drene, Camay)	NBC-TV	Benton & Bowles, Inc.
Toast of the Town	Lincoln-Mercury Dealers (Cars)	CBS-TV	Kenyon & Eckhardt, Inc.
Today	Co-operative Sponsors	NBC-TV	
Tom Corbett, Space Cadet	International Shoe Co. (Red Goose Shoes)	DuMont	D'Arcy Advertising Co.
Tootsie Hippodrome	Sweets Co. of America, Inc. (Tootsie Rolls)	ABC-TV	Moselle & Eisen
Top Stake Horse Races	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Topper	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wm. Esty Co., Inc.
Touchdown Thrills of All Time	Parker Pen Co. (Pens)	DuMont	J. Walter Thompson Co.
Treasury Men in Action	The Borden Company (Instant Coffee)	NBC-TV	Doherty, Clifford, Steers & Shenfield, Inc.
TV Teen Club	Sweets Co. of America, Inc. (Tootsie Rolls)	ABC-TV	Moselle & Eisen
Twenty Questions	Bauer & Black (Curad Plastic Bandages)	DuMont	Leo Burnett Co., Inc.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV NBC-TV	Lennen & Newell, Inc.
U			
U. S. Steel Hour	U. S. Steel Corp. (Institutional)		B.B.D. & O.
V			
Valiant Lady	General Mills, Inc. (Cake and biscuit mixes)	CBS-TV	Knox Reeves Advertising Co.
	The Toni Co. (Prom, White Rain Shampoo)		Leo Burnett Co., Inc.
Vacation Land America	Pram Corp.	NBC-TV	Van Sant Dugdale, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. (Tires, tubes, batteries)	NBC-TV	Sweeney & James Co.
W			
Waring, Fred Show	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Welcome Travelers	Procter & Gamble Co. (Prell, Ivory Snow)	NBC-TV	Dancer-Fitzgerald-Sample, Inc.
	EKCO Products Co. (Cutlery)		
What's My Line?	Jules Montenier, Inc. (Stoppette, Poof, Finesse)	CBS-TV	Earle Ludgin & Co.
	Remington Rand, Inc. (Electric Shavers)		Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
What's My Name?	Crosley Div. Avco Mfg. Corp. (Electrical appliances)	NBC-TV	Benton & Bowles, Inc.
What's the Story?	Allen B. Dumont Laboratories, Inc. (DuMont Telesets)	DuMont	
What's Your Bid?	Charles Antell, Inc. (Hair Preparations)	DuMont ABC-TV	Television Advertising Associates
Where's Raymond?	American Cigarette & Cigar Co., Inc. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Sherwin-Williams Co. (KemTone)		Fuller, Smith & Ross, Inc.
Winchell, Paul Show	Procter & Gamble (Cheer)	NBC-TV	Young & Rubicam, Inc.
Walter Winchell	Carter Products, Inc. (Arrid, Nair, Rise)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Gruen Watch Co. (Watches)		McCann-Erickson, Inc.
Window on Washington	Sunbeam Corp.	NBC-TV	Perrin-Paus Co.
World Series	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Y			
You Are There	Electric Companies Advertising Program	CBS-TV	N. W. Ayer & Son
	Prudential Insurance Co.		Calkins & Holden, Carlock McClinton & Smith
You Asked for It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Bet Your Life	DeSoto Division, Chrysler Corp. (Automobiles)	NBC-TV	B.B.D. & O.
Your Hit Parade	American Tobacco Co.	NBC-TV	B.B.D. & O.
Your Pontiac Scoreboard	Pontiac Motor Div., General Motors Corp. (Automobiles)	NBC-TV	MacManus, John & Adams, Inc.
Your Show of Shows	Benrus Watches, Griffin Shoe Polish, Lysol, Hind's Cream, Prudential Insurance, Camel Cigarettes, S. O. S. Cleanser, Adolph's Meat Tenderizer, Bristol-Myers Products, Cats Paw Rubber Heels, Samsonite Luggage and Furniture, Tums, Johnson & Johnson Surgical Dressings	NBC-TV	
Youth on the March	Young People's Church of the Air	DuMont	J. M. Camp, Inc.
Z			
Zoo Parade	Quaker Oats Co.	NBC-TV	Needham, Louis & Brorby, Inc.

RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

— A —

AITCHESON, MARION
Herald
Miami, Fla.

ALLEN, BILL
Reporter
Berlin, N. H.

AMES, WALTER
Times
Los Angeles, Cal.

ANDERSON, PAUL
Daily Journal
International Falls, Minn.

ANDERSON, STANLEY
Press
Cleveland, O.

APPEL, DAVID
Inquirer
Phila., Pa.

ARMSTRONG, JAMES
Illinois State Register
Springfield, Ill.

ARTHUR, BILLY
Jacksonville News And Views
Jacksonville, N. C.

— B —

BARBOUR, GEORGE
Star
Portsmouth, Va.

BARRY, JOHN
WDNO, Durham, N. C.

BARTON, BILL
Daily News
Dayton, O.

BEAMISH, JAMES F.
Review
Carbondale, Pa.

BEAUMONT, JAMES N.
Herald And Review
Decatur, Ill.

BECKER, FRED
Evening Independent
Massillon, O.

BENNY, J. EDWARD
Altoona Mirror
Altoona, Pa.

BERRIGAN, THOMAS J.
Niagara Falls Gazette
WHLD, Niagara Falls, N. Y.

BETTA, LEO DELLA
Tucson Daily Star
Tucson, Arizona

BODIE, WINSTON
Press
Houston, Texas

BOLL, JENNE
Daily Times
Davenport, Iowa

BOWEN, T. C.
Herald
Hogansville, Ga.

BOYD, DON
Janesville Gazette
Janesville, Wisc.

BOYD, PATRICIA
Post-Journal
Jamestown, N. Y.

BRADY, NANCY
Charleston Gazette
Charleston, W. Va.

BRANSDORFER, AL
Evening Sentinal
Holland, Mich.

BRASWELL, SAM
Times
Kerrville, Tex.

BRIGHAM, RED
Democrat Chronicle
Rochester, N. Y.

BROOKHAUSER, FRANK
Bulletin
Phila., Pa.

BROOKS, ED
Times Picayune
New Orleans, La.

BROOKS, ELSTON
Ft. Worth Star Telegram
Ft. Worth, Texas

BROWN, BOB
Ledger
Columbus, Ga.

BURDICK, RENE
Moline Dispatch
Moline, Ill.

BURDINE, BILL
Union City Messenger
Union City, Tenn.

BURGESS, BOB
Journal
Ottawa, Ont.

BYRNE, ED
Sun
Jamestown, N. Y.

— C —

CAHILL, CARL
Ledger Dispatch
Norfolk, Va.

CALDWELL, LILY MAY
News
WBRC, Birmingham, Ala.

CALLIN, OWEN
Herald-Express
Los Angeles, Cal.

CANNON, VIVIAN
Mobile Press Register
Mobile, Ala.

CAREY, WILLIAM
Scranton Tribune
Carbondale, Pa.

CARNE, EDWARD F.
Free Press
Burlington, Vt.

CARROLL, TIM
Morning News
Dallas, Tex.

CARTER, LUCIA
WMAQ, Chicago, Ill.

CERRA, FRANK
Scranton Times
Carbondale, Pa.

CHITTENDEN, ED
Kearney Daily Hub
Kearney, Neb.

CHRISTIANO, AL
Sun
WHEC, Rochester, N. Y.

COHEN, HAROLD
Post Gazette
Pittsburgh, Pa.

COHEN, JERRY
Louisville Times
Louisville, Ky.

COLLINS, RIP
Evening Sentinal
WHTC, Holland, Mich.

COLTIN, WENDELL
Gazette
Haverhill, Mass.

CONDON, GEORGE
Plain Dealer
Cleveland, Ohio

COSGROVE, IRENE
Advocate, Newark, Ohio

COTTON, PAUL
Register & Tribune
Des Moines, Iowa

CULL, ELMER
The Evening Bulletin
Phila., Pa.

CULLISON, ART
Beacon Journal
Akron, O.

CURTIS, ANN
Canton Repository
Canton, O.

CVENGROS, KATHLEEN
Times
Indianapolis, Ind.

— D —

DARR, BERT
Call-Bulletin
San Francisco, Cal.

DAVID, HAL
Bartow Herald
Cartersville, Ga.

DAVIDSON, E. O.
Ft. Payne Journal
Ft. Payne, Ala.

DAVIS, BOB
Times
Scranton, Pa.

DAVIS, CHARLES
Times Union
Albany, N. Y.

DERY, CLAUDE
CHEF, Granby, Que.

DEVANE, JAMES
The Cincinnati Enquirer
Cincinnati, O.

DIESPECKER, DICK
Province
Vancouver, B. C.

DINAN, PATSY
Amarillo Globe News
Amarillo, Texas

DOBENS, FRED H.
Telegraph
WOTW, Nashua, N. H.

DORNBROOK, DON
Milwaukee Journal
Milwaukee, Wisc.

DOUDNA, BILL
Wisconsin State Journal
Madison, Wisc.

DOWNER, J. A.
Times News Era
Ft. Payne, Ala.

DRISCOLL, VINCENT
Gazette
Haverhill, Mass.

DUNCIL, CHARLES
The Fairmont Times
Fairmont, W. Va.

DYER, WM.
News-Dispatch
Shamokin, Pa.

— E —

EISENHOWER, JOE
News
Frederick, Maryland

ELYOT, GENE
KLAS
Las Vegas, Nev.

EMAHAUSER, BOB
Chronicle
Spokane, Wash.

ENKING, MINNIE
Beloit Daily News
Beloit, Wisc.

— F —

FAHR, JOHN
Tucson Daily Citizen
Tucson, Arizona

FAIRWEATHER, JAMES
Reedley Exponent
Reedley, Cal.

FANNING, WIN
Post Gazette
Pittsburgh, Pa.

FERGUSTON, E. C.
Mail Tribune
Medford, Oregon

FINDEISEN, PAUL
Star-Bulletin
Honolulu, Hawaii

FISHBACK, JOHN W.
Denver Time
Denver, Colo.

FITZGERALD, TOMMY
Courier Journal
Louisville, Ky.

FLANNELY, S.
Las Vegas Sun
Las Vegas, Nev.

FLORES, J.
Daily News
Agana, Guam

FOOTE, GRACE
Port Arthur News
Port Arthur, Texas

FREEMAN, DON
San Diego Union
San Diego, Cal.

— G —

GAGHAN, JERRY
Daily News
Philadelphia, Pa.

GAIGE, JERRY
Herald-Journal
Syracuse, N. Y.

GEARHART, ART
Call-Chronicle
Allentown, Pa.

GEORGE, JAMES
Philadelphia Inquirer
Philadelphia, Pa.

GERRITY, EDWARD J.
The Scranton Times
Scranton, Pa.

GIANAKOS, GEORGIA
News
Indianapolis, Ind.

GILMARTIN, THOMAS
Daily News
Carbondale, Pa.

GOODHEART, JOAN
Sun
Jamestown, N. Y.

GORDON, JACK
Press
Ft. Worth, Tex.

GOULD, TOM
WHAM, Rochester, N. H.

GRAHAM, GORDON
Journal Courier
Lafayette, Ind.

GRAY, GEORGE
Uniontown Standard
Uniontown, Pa.

GRAY, HARVEY
Springfield Papers
Springfield, Mass.

— H —

HADLEY, JACK
Times Union
Rochester, N. Y.

HAGER, LARRY
Mesenger
Owensboro, Ky.

HALL, BOB
Call Bulletin
San Francisco, Cal.

HALL, JACK
Post-Journal
Jamestown, N. Y.

HALL, W. EARL
Globe Gazette
Mason City, Iowa

HAMBY, CECIL
Advance
Vidalia, Ga.

HAMMERSON, CLAUDE
Citizen
Ottawa, Ont.

HARBAUGH, WILLIAM
Gettysburg Times
Gettysburg, Pa.

HARRIS, BOB
Illinois State Journal
Springfield, Ill.

HARRIS, HARRY
Evening Bulletin
Philadelphia, Pa.

HARRIS, MARY ANN
Post
Houston, Tex.

HARRISON, BERNIE
Times Herald
Washington, D. C.

HART, HERSCHELL
News
Detroit, Mich.

HAYNES, ANN
Chronicle
Houston, Tex.

HERZOG, BUCK
Journal
Milwaukee, Wisc.

HILL, JERRY
Daily Times Herald
Dallas, Texas

HITCH, BILL
Star-Telegram
Ft. Worth, Tex.

HOGLE, W.
Daily News
Medicine Hat, Alta.

HARRIGAN, AL
KFGO, Fargo, N. D.

HOSTETTER, WM.
Daily Telegraph
Bluefield, W. Va.

HOVEMEYER, HENRY L.
Delaware Republican
Delhi, N. Y.

HOYLAND, BOB
Kansas City Star
Kansas City, Mo.

HULL, BOB
Herald Express
Los Angeles, Cal.

HUMPHREY, HAL
Mirror
Los Angeles, Cal.

HUNT, MARSHALL
Daily Olympian
Olympia, Wash.

— J —

JACKSON, EMMETT
News Examiner
Connersville, Ind.

JACKSON, J. ROY
Drive in News
Fulton, Mo.

JAHN, BILL
Post Intelligencer
Seattle, Wash.

JAMES, BURT
Daily Tribune
Hastings, Neb.

JARLSON, ALAN
Las Vegas Sun
Las Vegas, Nev.

JEWELL, WILIET C.
Putnam County Courier
Carmel, N. Y.

JOHNS, BOB
Daily News Tribune
La Salle, Ill.

JOHNSON, BOBBY
Gazette
Phoenix, Ariz.

JOHNSON, ELMER
Brookfield Enterprise
Brookfield, Ill.

JOHNSON, JOHNNIE
The Register
Danville, Va.

JOHNSON, RICHARD
Rice Lake Chronotype
Rice Lake, Wisc.

JONES, EDDIE
Nashville Banner
Nashville, Tenn.

JONES, ROSS
Marine City Independent
Marine City, Mich.

JONES, W. EMERSON
Lagrange Shopper
Lagrange, Ill.

JONES, WILL
Morning Tribune
Minneapolis, Minn.

— K —

KEMBLE, PENN
Item
Mt. Carmel, Pa.

KEOUGH, BILL
Providence Journal
Providence, R. I.

KERN, JANET
American
Chicago, Ill.

KNAPP, ARNOLD
The Daily Mail
Charleston, W. Va.

KONIUCK, JEANNE
The Philadelphia Inquirer
Philadelphia, Pa.

KRUG, KARL
Sun Telegraph
Pittsburgh, Pa.

— L —

LADD, BILL
Courier Journal
Louisville, Ky.

LADOUCEUR, GUY
Le Messager
Lewiston, Maine

LAIT, JACK, JR.
Examiner
Los Angeles, Cal.

LAURENT, LARRY
Washington Post
Washington, D. C.

LEDFORD, BILLY
Vidalia Advance
Vidalia, Ga.

LEE, BILL
Chico Enterprise Record
Chico, Cal.

LESTER, JOHN
Newark Star Ledger
Newark, N. J.

LEYDON, LOUISE
Daily News
Miami, Fla.

LINDBLOOM, ROLAND
Evening News
Newark, N. J.

LIUZZA, TED
The Itiem
New Orleans, La.

LOCKE, BILL
Dinuba Sentinentel
Dinuba, Cal.

LOCKLAIR, WRISTON
Observer
Charlotte, N. C.

LOWES, GLENNA
Daily Times
Seattle, Wash.

— Mc —

McARTHUR, HARRY
Evening Star
Washington, D. C.

McCAULEY, HARRY
Chronicle-Telegraph
Quebec, P. Q.

McCOY, KEN
Lebanon Express
Lebanon, Ore.

McGLYNN, PATRICK
Tribune
Scranton, Pa.

McPHERSON, FRED R.
Sentinel-News
Santa Cruz, Cal.

McPHERSON, MARGIE
Herald
Bellingham, Wash.

— M —

MACK, BOB
Knickerbocker News
Albany, N. Y.

MAHAFFEY, J. Q.
Texarkana Gazette
Texarkana, Texas

MAIRHOFER, LOU
Altoona Tribune
Altoona, Pa.

MALEY, S. ROY
Tribune
Winnipeg, Man.

MAUDLIN, GENE
Democrat Herald
Albany, Ore.

MEYER, CAL.
News
Newburgh, N. Y.

MEYERS, DEAN
WCOL, Columbus, Ohio

MILES, WATT
Commercial Appeal
Danville, Va.

MOORE, BOB
The Light
San Antonio, Texas

MOUSE, JIM
Star-Gazette
Elmira, N. Y.

MORRISS, FRANK
Free Press
Winnipeg, Man.

MOYES, WM.
Oregon Journal
Portland, Oregon

MURPHY, FRANCIS
Oregonian
Portland, Oregon

MURRAY, CHARLES
New Yorker
Poughkeepsie, N. Y.

— N —

NELSON, DON
KJUN, Redmond, Oregon

NEWTON, DWIGH
Examiner
San Francisco, Cal.

NOLAN, MARSHA
Daily Press
St. Marys, Pa.

NORDMARKEN, AD
Dickinson Press
Dickinson, N. D.

— O —

O'BRIEN, ROSE
Lewiston Sun Journal
Lewiston, Maine

O'DAY, RAY D.
Gazette
Ft. Wayne, Ind.

O'FLAHERTY, TERRANCE
Chronicle
San Francisco, Cal.

OLIVER, DELBERT
Daily Advertiser
Lafayette, La.

OLIVER, KAYTE P.
The Review
Reidsville, N. Carolina

OWENS, PAT J.
The Crow's Nest
KLCB, Libby, Mont.

— P —

PACE, MARK
News
Dalton, Ga.

PALMER, HAYDEN
State Journal
Lansing, Mich.

PALMER, ZUMA
Citizen News
Hollywood, Cal.

PAPPAS, LEONA
Express & News
San Antonio, Texas

PARRISH, RICHARD
The West Virginian
Fairmont, W. Va.

PATRICK, CORBIN
Star
Indianapolis, Ind.

PAULSON, MORTON
News Journal
Daytona Beach, Fla.

PEPIN, BEA
Milwaukee Journal
Milwaukee, Wisc.

PEEP, DOMINIC
Daily Times
Watertown, N. Y.

PETERSON, DON
News-Tribune
Caldwell, Idaho

PETTICAN, JIM
Sun Telegraph
Pittsburgh, Pa.

PLATT, BRAINARD
Journal-Herald
Dayton, O.

POULTON, RON
Evening Telegram
Toronto, Ont.

POUND, JOHN
Tribune, Cocoa, Fla.

POUNS, JOE
Enterprise
Pecos, Tex.

PRICE, PAUL
Daily News
Los Angeles, Cal.

— R —

RAHN, PETE
Globe Dispatch
St. Louis, Mo.

RAINEVILLE, PIERRE
Le Droit, Ottawa, Ont.

RICCI, ART
Record
Rainy River, Ont.

RICHARDS, BART
News
New Castle, Pa.

RILEY, WYMAN
Times Herald
Vallejo, Cal.

ROBERTS, LA VERNE
Sunbury Daily Item
Sunbury, Pa.

ROBERTSON, JAMES L.
CJCH, Halifax, Nova Scotia, Canada

ROGERS, HELEN
Tacoma News Tribune
Tacoma, Wash.

ROSENFIELD, JOHN, JR.
Morning News
Dallas, Tex.

ROTH, HENRY
Gettysburg Times
Gettysburg, Pa.

ROWE, NORMAN
Richmond Times Dispatch
Richmond, Va.

RUBY, EARL
Courier Journal
WINN, Louisville, Ky.

RYAN, JACK
News
Chicago, Ill.

— S —

SALTER, FORREST
Mountain Sun
Kerrville, Tex.

SANDERS, C. H.
Rock Island Argus
Rock Island, Ill.

SANDLER, NORMA JEAN
Courier Express
WEBR, Buffalo, N. Y.

SCHUBRING, CARL
Times
Fort Frances, Ont.

SCHWARTZ, MITCHELL
Philadelphia Daily News
Philadelphia, Pa.

SCOTT, GEORGE
The Progress
Clearfield, Pa.

SELBY, EARL
Bulletin
Philadelphia, Pa.

SHEPHERDSON, R. M.
Peoria Journal
Peoria, Ill.

SHRIVING, BILL
Knickerbocker News
Albany, N. Y.

SHROYER, LARRY
Herald
Decatur, Ill.

SHULER, EVELYN
KRTN, Raton, N. M.

SIGL, AL
Times Union
Rochester, N. Y.

SIMPSON, PEG
Post-Standard
Syracuse, N. Y.

SINCLAIR, GORDON
Daily Star
Toronto, Canada

SLIFKA, ADRIAN
Vindicator
Youngstown, Ohio

SMITH, TAYLOR
Star
Anniston, Ala.

SPANGLER, ROBERT
South Bend Tribune
South Bend, Ind.

SPEEGLE, PAUL
News
San Francisco, Cal.
Patchogue, N. Y.

SPENCER, JAMES
St. Louis, Post Dispatch
St. Louis, Mo.

STANLEY, ED
Aberdeen Daily World
Aberdeen, Wash.

STEINHAUSER, SI
Press
Pittsburgh, Pa.

STELLING, JACK
Press Gazette
Green Bay, Wis.

STEVENS, DALE
Daily News
Dayton, O.

STONE, ED PERRY
Transcript
Fall River, Mass.

STRICKLAND, ZACK
Sentinel
Orlando, Fla.

SUBLETTE, BOB
N. O. States
New Orleans, La.

SWANSON, NORRIS
Telegram
Superior, Wisc.

SWARTZ, MITCHELL
Daily News
Philadelphia, Pa.

— T —

TAYLOR, PAT
Daily News
Hays, Kansas

THRO, BETTY
Rockford Morning Star
Rockford, Ill.

TOLAND, BILL
Sunbury Daily Item
Sunbury, Pa.

TUCKER, CLIFF
Enquirer
Columbus, Ga.

TWYFORD, WARNER
Virginian Pilot
Norfolk, Va.

— U —

UNDERWOOD, FRANCES
WGAD, Gadsden, Ala.

— V —

VAN METRE, MAURICE
News
Cleveland, O.

VARGAS, P. A. REYES
El Imparcial
San Juan, P. R.

VOCHEES, JOHN
Seattle Post Intelligencer
Seattle, Wash.

— W —

WALLACE, CHARLTON
The Cincinnati Times Star
Cincinnati, O.

WALLACE, JOHN
Consolidated Press
Bay Shore

WALLER, MARGE
Evansville Press
Evansville, Ind.

WASSERMAN, JACK
Sun
Vancouver, B. C.

WASSON, DON
Ledger-Enquirer
WPNX, Phenix City, Ala.

WATSON, WEIR
Las Vegas Sun
Las Vegas, Nev.

WEBER, CARL
Daily News Digest
Allentown, Pa.

WENNERGREN, EARL
Rocky Mtn. News
Denver, Colo.

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Idaho Statesman
Boise, Idaho

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Big Spring, Tex.

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Walton Reporter
Walton, N. Y.

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Post
Denver, Colo.

WHITESIDE, WILL
Richmond News Leader
Richmond, Va.

WILLIAMS, DICK
Review
Spokane, Wash.

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Houston Press
Houston, Texas

WILSON, MAGGIE
Arizona Republic
Phoenix, Arizona

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The Charlotte News
Charlotte, N. C.

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Indianapolis, Ind.

WOLFE, WARREN
Middletown Journal
Middletown, Ohio

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Chicago, Ill.

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The Cincinnati Post
Cincinnati, O.

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Olympia News
Olympia, Wash.

— Y —

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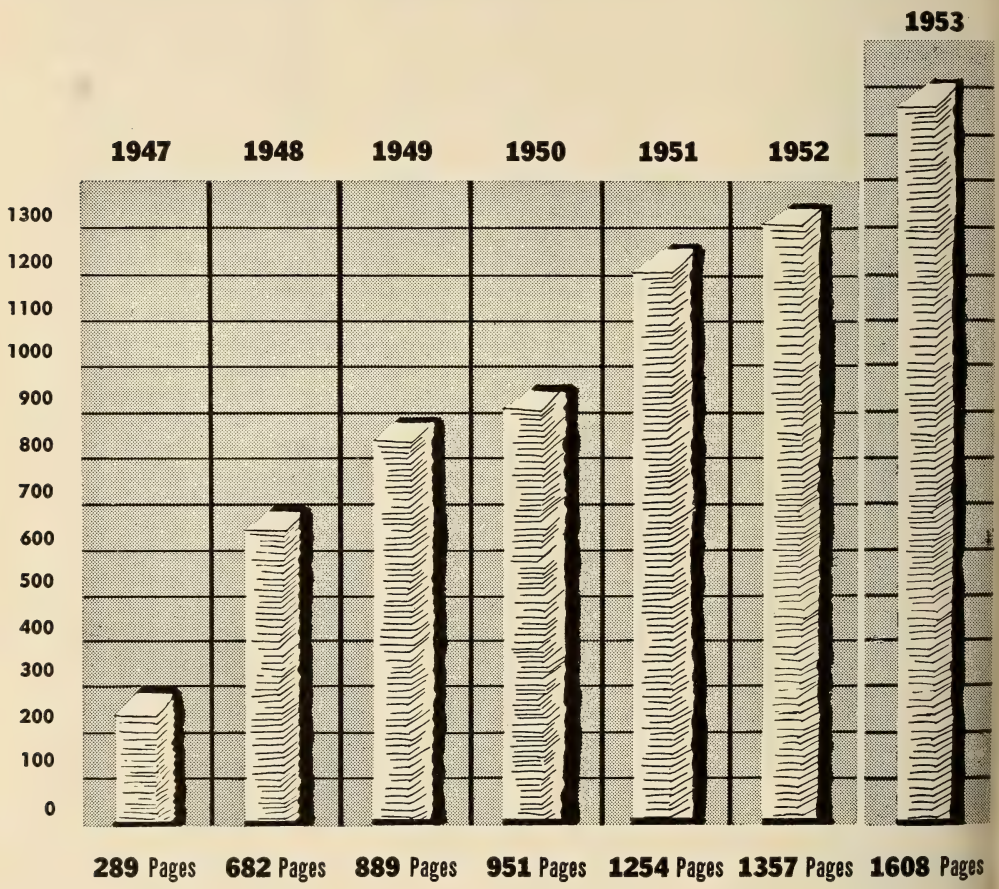

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Covering The Field Of Radio—Television—FM

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Radio-Television Daily's Almanac of Holidays and Special Events

1954

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).
2: Georgia admitted (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah admitted (1896).
5: Stephen Decatur born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg born (1878).
New Mexico admitted (1912).
7: Millard Fillmore, 13th President born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8. Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut ratified the U. S. Constitution (1778).
Connecticut admitted (1788).
10: Ethan Allen born (1737).
11: Alexander Hamilton born (1757).
12: John Singer Sargent born (1856).
13: Salmon Portland Chase born (1808).
14: First Written Constitution adopted at Hartford, Conn. (1639).
15: Mathew B. Brady died (1896).
17: Benjamin Franklin born (1706).
Feast of St. Anthony.
18: Daniel Webster born (1782).
19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson born (1824).
23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scottish Poet Robert Burns born (1759).
26: Michigan admitted (1837).
General Douglas MacArthur born (1880).
A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
27: Wolfgang Amadeus Mozart born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley born (1843).
Kansas admitted (1861).
30: Franklin D. Roosevelt born (1882).
31: Franz Schubert born (1797).
Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).
2: Fritz Kreisler born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley born (1811).
6: Massachusetts admitted (1788).
Aaron Burr born (1756).
American Forces recapture Manila from Japan (1945).
George Herman ("Babe") Ruth born (1895).
7: Charles Dickens born (1812).
8: Boy Scout Day.
9: William Henry Harrison, 9th President, born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed with Spain Ending Spanish-American War (1899).
11: Thomas A. Edison born (1847).
Daniel Boone born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.

16: Katharine Cornell born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
Ash Wednesday.

19: Ohio admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).

23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).

25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).

26: William F. Cody (Buffalo Bill) born (1846).

27: Henry Wadsworth Longfellow born (1820).

29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska admitted (1867).

2: Texas Independence Day.

3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).

4: Pennsylvania Day.
Vermont admitted (1791).

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).

7: Luther Burbank born (1849).
Maurice Ravel born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).

8: Oliver Wendell Holmes, Jr. born (1841).

9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest born (1806).

10: Lillian D. Wald born (1867).

11: Johnny Appleseed, properly John Chapman, died (1847).
The great blizzard in New York City and New England States (1888).

12: U. S. Post Office established by act of Congress (1789).
Girl Scout's Birthday.

13: Standard Time established in U. S. (1884).

14: Albert Einstein born (1879).
First Trans-Atlantic radio broadcast (1925).

15: Maine admitted (1820).
Andrew Jackson born (1767).

16: James Madison born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.

18: Feast of Esther.
Grover Cleveland born (1837).

19: William Jennings Bryan born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).

25: The Annunciation Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.

27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).

29: John Tyler born (1790).

30: Seward Day. Alaska (Not observed by Federal Employees).

31: Transfer Day. In the Virgin Islands.

April

1: All Fools' Day.

2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).

3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
Good Friday.

4: Adoption of the present American Flag's design (1818).

5: Elihu Yale Born (1648).
Easter Sunday.

7: Peary Discovered North Pole (1909).
Louisiana admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford died (1947).

8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.

9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).

10: Salvation Army Founder's Day.
William Booth born (1829).
Joseph Pulitzer born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.

11: Charles Evans Hughes born (1862).

12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).

13: Thomas Jefferson born (1743).
National Sunday School Week.

14: Pan-American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).

15: Abraham Lincoln assassinated (1865).

16: Charles Spencer Chaplin born (1889).

17: Charter granted American Academy of Arts and Letters (1916).

18: San Francisco Fire (1906).

19: Patriots' Day. (Maine, Massachusetts).

20: Adolf Hitler born (1889).

21: Anniversary of Battle of San Jacinto (Texas).

23: James Buchanan born (1791).
William Shakespeare born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).

24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).

25: War declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi born (1874).

26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon born (1785).

27: General U. S. Grant born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).

28: James Monroe born (1758).
Maryland admitted (1788).

29: Sir Thomas Beecham born (1879).

30: Boys and Girls Week always includes May 1.
Louisiana purchased (1803).
Washington became First President (1789).
Rhode Island settled (1636).
Benito Mussolini executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victory in Manila Bay (1898).

2: Stonewall Jackson fatally wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).

3: Shenandoah Valley Apple Blossom Festival.

4: Rhode Island Independence Day.

5: Napoleon's death (1821).
Cinco de Mayo celebrations (Mexico).
Arbor Day.

6: Corregidor Surrender (1942).
Admiral Robert E. Peary born (1856).

7: Germany surrendered to United States, England and Russia (1945).
Lusitania torpedoed (1915).
Johannes Brahms born (1833).
Robert Browning born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).

8: V.E. Day (1945).

9: John Brown born (1833).

10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).

11: Minnesota admitted (1858).

12: Florence Nightingale Born (1820).

13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).

14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).

15: First regular Air Mail service in the world inaugurated by the U. S. Government.

17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).

18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.

21: Lindbergh's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina admitted (1788).

24: First Telegraph Message sent (1844).

25: Ralph Waldo Emerson born (1803).

27: Golden Gate Bridge, San Francisco opened (1937).

29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky admitted (1792).
Tennessee admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale born (1756).
D-Day (1944).

7: Daniel Boone Day (Kentucky)

8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).

9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).

11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).

12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).

14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe born (1811).
Flag Day.

15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.

16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.

21: Longest Day in Year.
Father's Day; 3rd Sunday in June.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Little Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.

26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
First American Troops land in France (1917).

27: Helen Keller born (1880).

28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).

29: George Washington Goethals born (1858).
St. Peter's Day.

30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).

2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).

3: Idaho admitted (1890).
John Singleton Copley born (1737).

4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).

5: Admiral David G. Farragut born (1801).

6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).

7: U. S. annexed Hawaii (1898).

8: John D. Rockefeller born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).

9: Elias Howe born (1819).

10: Wyoming admitted (1890).
James McNeill Whistler born (1834).

11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).

12: Orangeman's Day.

13: Forrest's Day (Tennessee).

14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).

15: St. Swithin's Day.

16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).

17: Munoz Rivera's birthday (Puerto Rico).

18: William Makepeace Thackeray born (1811).

19: Franco-Prussian War began (1870).

20: Guglielmo Marconi died (1937).

21: Spanish Armada defeated by England (1588).
Society of Jesuits abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).

24: Simon Bolivar born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).

25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).

26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).

27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.

28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.
National Vegetable Week begins.

29: Booth Tarkington born (1869).
Benito Mussolini born (1883).

30: Henry Ford born (1863).
First Representative Assembly in America convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).

31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).

2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.

3: Civic Holiday (Canada).
Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).

4: Feast of St. Dominic.

5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.

6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).

7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).

Society of Jesuits restored by Pope Pius VII (1814).

8: Charles A. Dana born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.

9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton born (1593).

10: Herbert Clark Hoover born (1874).
Russia declared War Against Japan (1945).

11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).

14: V-J Day (1945).
Atlantic Charter Agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).

15: Panama Canal opened (1914).

16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman ("Babe") Ruth died (1948).

18: Virginia Dare born (1587).

19: National Aviation Day.
Orville Wright born (1871).

20: Benjamin Harrison born (1833).

21: Lincoln-Douglas debate began (1858).

22: Claude Debussy born (1862).

23: Oliver Hazard Perry born (1785).

24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.

25: Edgar Wilson ("Bill") Nye born (1850).

26: Suffrage for Women—19th Amendment (1920).

27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).

28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe born (1749).

29: Oliver Wendell Holmes born (1809).

30: Germany declared war on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field born (1850).

3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).

4: Henry Hudson discovered Manhattan Island (1609).
First Electric power station in World in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).

5: First Continental Congress (1774).

6: Lafayette Day.
First Battle of the Marne (1914):

7: James Fenimore Cooper born (1789).
Japanese Peace Treaty (WW II) signed (1951).

8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy surrendered (1943).
Crimean War ended (1855).

9: Admission Day (California—1850).

10: Arthur Holly Compton born (1892).
Rosh Hashonah.
Battle of Lake Erie (1813).

11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).

12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).

13: Walter Reed born (1851).
John Joseph Pershing born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.

14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).

15: Independence Day of the Central American Republics (1821).
William Howard Taft born (1857).

16: Russians burned Moscow (1812).

17: Constitution Day.

18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

19: Washington issued his farewell address to people of U. S. (1796).
Yom Kippur.

21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First day of Autumn.

23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).

24: John Marshall born (1775).

25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).

26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).

27: American Indian Day (4th Friday).

28: Georges Eugene Benjamin Clemenceau born (1841).

29: Michaelmas Day.

30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).

2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).

3: Religious Education Week. First full week in October.

4: Rutherford B. Hayes born (1822).
Wright Brothers took first long distance flight in an Airplane (1905).
Chester A. Arthur born (1830).

5: Missouri Day.
National Business Women's Week, generally the second week of Oct.

7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).

8: Edward Vernon Rickenbacker born (1890).

9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).

10: U. S. Naval Academy in Annapolis opened. (1845).

11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.

12: Columbus Day.

14: William Penn born (1644).

15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).

16: Noah Webster born (1758).

17: Surrender of General Burgoyne at Saratoga (1777).

18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).

19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).

22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).

23: Sarah Bernhardt born (1845).
Al Jolson died (1950).

24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn born (1644).

26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.

27: Theodore Roosevelt born (1858).

28: Dedication of Statue of Liberty (1866).

31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Lousiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).

2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).

3: Panama declared its independence of Colombia (1903).

4: John Philip Sousa born (1854).

5: Guy Fawkes Day (English).
U. S. General Election Day.

6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.

7: Marie Skladouska Curie born (1867).

8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana admitted (1889).

9: Great Fire in Boston (1872).
American Education Week.

10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).

11: Armistice Day, World War I.
Washington admitted (1889).

13: Robert Louis Stevenson born (1850).
Edwin Booth born (1833).

14: Robert Fulton born (1765).
Book Week.

15: Pike's Peak discovered (1806).

16: Oklahoma admitted (1907).

17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).

18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).

19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).

21: North Carolina admitted (1789).
Edison Announced Invention of Phonograph (1877).

23: Franklin Pierce born (1804).

24: Zachary Taylor born (1784).

28: Thanksgiving Day (4th Thursday).

29: Admiral Byrd Discovered South Pole (1929).

30: Samuel L. Clemens (Mark Twain) born (1835).
Russia Invaded Finland (1939).
Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).

3: Illinois admitted (1818).
Gilbert Stuart born (1755).

5: Martin Van Buren born (1782).
Walt Disney born (1901).

7: Pearl Harbor attacked (1941).
Roosevelt, Churchill, Stalin confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).

8: Eli Whitney born (1765).
U. S. Declared War on Japan (1941).

9: Germany-Italy Declare War on U. S. (1941).

10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi admitted (1817).
Human Rights Day.

11: Alfred Nobel born (1833).
Indiana admitted (1816).

12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).

13: Council of Trent (1545).

14: Alabama admitted (1819).
George Washington died at Mt. Vernon (1799).

15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).

16: Boston Tea Party.
Ludwig von Beethoven born (1770).

17: John Greenleaf Whittier born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).

18: New Jersey admitted (1787).
First Sunday paper published (1796).

19: Tyrus (Ty) Cobb born (1886).
Washington went into winter quarters at Valley Forge (1776).

20: First Electric Lights on Broadway (1880).

21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.

23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).

24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.

Reginald Fessenden transmits human voice by wireless (1906).

25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.

26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).

27: Louis Pasteur born (1822).

28: Iowa admitted (1848).
Woodrow Wilson born (1856).
Irish Free State became State of Eire (Ireland).

29: Texas admitted (1845).
Andrew Johnson born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).

30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S (1853).

31: New Year's Eve.

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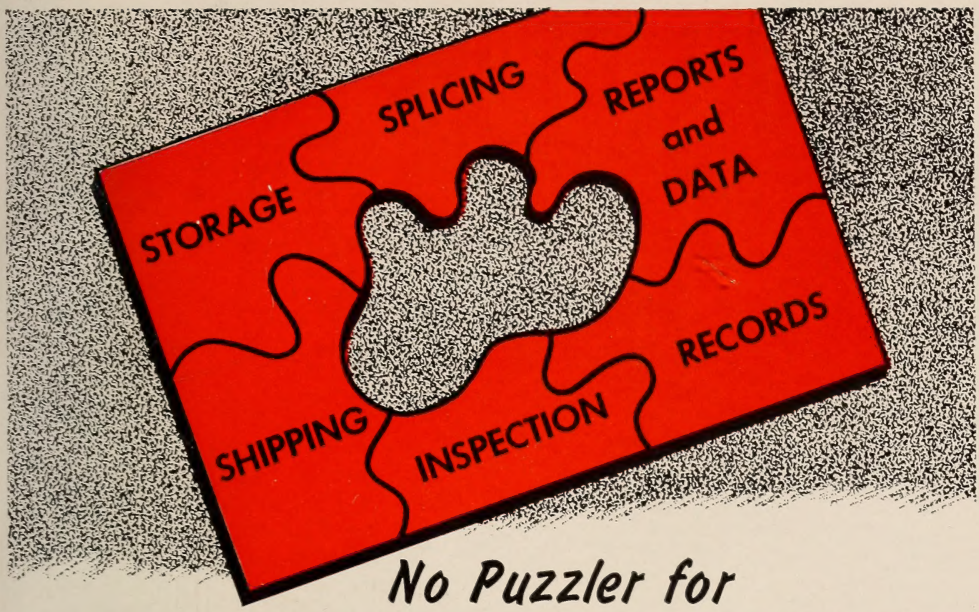

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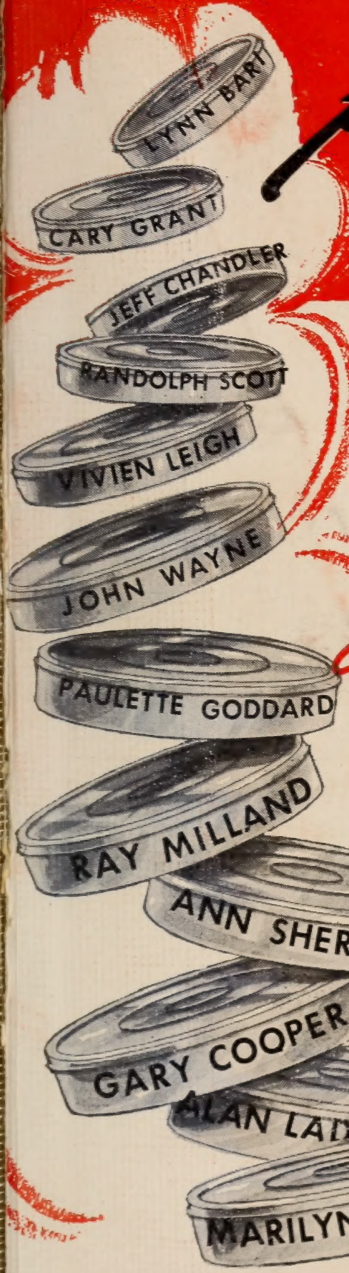

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